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GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



# Florentin Gabriel Niculescu



Project 16.4.2.046 “Stimulating and increasing the number of employees and cross-border mobility in the cross-border region” e-MS code: ROBG-175 funded by the INTERREG V-A Program  
Romania - Bulgaria 2014-2020

## Roşiori de Vede feasibility study



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feasibility study

**Anemone Print  
Bucharest, 2020**



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**NICULESCU, FLORENTIN GABRIEL**

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**Romania - Bulgaria 2014-2020 / Roșiori de Vede - feasibility study**

**Bucharest: Anemone Print, 2020**

**ISBN: 978-973-98359-2-3**

**ANEMONE PRINT Publishing House**  
**[www.anemoneprint.ro](http://www.anemoneprint.ro)**

Editing: Dan Preda

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**Bucharest, 2020**

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Cover 1: Florian Ștefan - Watercolor

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## Introduction

The fact that at the end of 1989 Telorman County had a number of 27 large industrial enterprises and a total number of employees of 119,700, and today a total number of employees in 2018 of 56,476, the city of Roşiori de Vede, a total number of employees, in 1992, of 19.436 and today, in 2018, a total number of employees of 6.478, it can make us think of two things, one of them being: *What happened to us?* and a second: *What to do?*

The first could be answered with *What does it matter now?*, but considering the second, we can not ignore it and not see that everything was caused almost overwhelmingly by the political-governmental leadership that, unknowingly, did not see the asymmetry between the communist enterprise, oriented towards production, having the sales ensured by the Plan, being led, executive, by production people, overwhelming engineers, and the capitalist enterprise, generally technologically well endowed, but with unsecured sales, and consequently led by businessmen, by businessmen! Simple adjustment, structural-functional adaptation changing the course later! But also the bad intention corroborated with ignorance-stupidity, to establish some taxes, step by step, aberrant, only on the criterion of *Let them also come to us!* Reaching the unimaginable fact that the vast majority of enterprises to be demolished with a single instrument, the debts to the state, created with bad intention and serious ignorance-stupidity according to the criterion mentioned above. If there were, and there were, economic assassins abroad, they, paradoxically, had only to watch almost like in the theater, from the armchair, how their aspirations materialize, doing absolutely nothing! And the top politicians of the time had to be content, pragmatically speaking, with a few scrap trucks and a few hectares of land, with potential!

If there is anything positive and palpable left, although it does not seem, it is the technological footprint of the area. The fact that we were all shocked, both by the fact itself and especially by the magnitude of the Caracal phenomena, may make us think that there was a continuous phenomenon, coming from the time of the Turks, when they were sold and bought. children and women, sometimes voluntarily, some-



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times illegally, what income-generating phenomenon, sometimes legal, but especially illegal, especially after 1920, when Turkey became a secular state, continued to exist by force of this, underground, until today! Just the simple fact that the pre-1989 economy generated houses for everyone, salary, position in society, small car, etc. surely it made the profession practiced then, not even a generation has passed since they closed, to still float in people, in the family, in the administration even, as a technological imprint, an imprint that can be capitalized somehow! The theme of this project, „Improving employment”, ie the fight against UNEMPLOYMENT is all the more appropriate. The synthesis of the project consists of 3 (three) simple, essential steps, of exact measurement-measurement of UNEMPLOYMENT, this not being at all constituted only of unemployed and socially assisted, not only here, but at the level of the whole country, not only today, but since 1956, for example, then, the second step, the identification of a number of tools, four, usable in this fight, and three, an action plan that consists essentially, simple, legible, in the viability by the existence of the four tools, that is, simply putting them into life, in motion, nothing more, and in measuring the results and implicitly the evolution, positive or not, of the assumed problem!

Florentin Gabriel Niculescu



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## Documentary analysis

### Introduction

The database occasioned by the realization of this project, presented in the following pages, is structured logically and functionally in order to substantiate the related operational analyzes and conclusions.

Due to the fact that the analysis of the existing situation (past and present) is theoretically based on my article from the postdoctoral studies at the Romanian Academy, the Institute of National Economy (INE), an article entitled „Absolute apt overpopulation”, the database should make this easily understandable concept, intelligible in the sense of carrying out this project regarding the occupation, its improvement in the approved area, Teleorman county and the cities of Alexandria, Roşiorii de Vede and Turnu Măgurele. Consequently, for a good understanding of the concept but also of the way of integration, of use, in the assumed program, the database on the whole of this project constitutes an extension, in depth, from the macro level, from the country, to the level of county (including Giurgiu county for a comparative analysis) and the three cities.

Essentially the database in its current form is composed of a set of relevant indicators, described as content and collection-calculation mode, which through statistical-economic analyzes provide both an image of the situation and highlight solutions to the proposed problem: improving employment.

At the country level, as it was realized in the article, it, the database, is larger, both as a period, from 1958 to today and as a depth, as the number of indicators derived from the primary indicators.

In the section realized during this project, the database is slightly simplified to

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strictly understand the needs of this project but also to be more easily perceived, understood, used, that is, by translating it from the academic level to a level of statistical analysis. economic university environment. It covers the period 1992-2018, includes indicators collected from official statistics and two derived indicators, calculated on the basis of the others.

The taking over of the project and its subsequent use implies a maintenance and updating of this database in order to analyze and analyze the results of the project application, by comparing the basic situation, from the zero year of project start-up with the situation reached over a year, over two years. , etc., in order to evaluate the respective project.

The maintenance of the database can be done conveniently, from the office, by an official with average education, with some statistical experience, from sources indicated in the presentation of each indicator separately.

The essence of the database's existence in this project is:

- 1) to present the concept of work
- 2) to make the description of the present situation with sufficient accuracy
- 3) suggest ways of action
- 4) to describe with the same accuracy, within the assumed terms, a year, two, etc., the situation from that moment in order to perform the comparative analysis, a situation from which it started at time  $t_0$  and to a situation at which it reached the moments  $t_1$  or  $t_2$ , etc.

For a better understanding of the concept I will continue to present, in its entirety, the article „**The absolute apt population**” from my postdoctoral studies „*State Reserve as a support for national food security*”.



## Absolute apt overpopulation - scientific concept

Limitations at the practical level could consist, on the one hand, of the notion (institution) of the State Planning Committee (SPC), meaning that the regulation, control, supervision of that institution (State Reserve) should not it turns into something similar to what was the CSP, and on the other hand, the opposite side of the logical path consists of what has been called **the program or period of deregulation** of the Western financial system.

Speaking of money and goods, the notion that mediates this relationship is the **economic value**, that is „what is ultimately the basis of the relationship in which the goods change, so the substance of value”.

Analyzing this thorny problem, Professor N.N. Constantinescu, in his work *Theory of the value of work and the contemporary world*, mentioned that the concern being old and worldwide, *in ancient China in the Huan-tzî economic treaty, elaborated in the form of a dialogue by several authors in the IV-III centuries BC. declared that the economic power of the state increases due to hard work and requires a great deal of attention for agriculture and trades.*

The work seems to be, according to the work of my teacher, Mr. N.N. Constantinescu, the essence, the source of economic value. And to measure the economic value, it requires, in the last resort, to quantify the work submitted for its realization. Just as logical, the idea that it is very important to know the potential of existing work at a given time, in society or in a company, can also be derived from this.

In the same paper, N.N. Constantinescu said that: *man represents a unity between his consumption needs that are being met and the time he has available to apply his intellectual and physical forces in order to extract, transform or adapt the different elements of nature to his needs, that is, working time held by him.*





And in the Romanian economic thought and practice, besides the professor N.N. Constantinescu, there were concerns to determine what in the 1950s-'90s was called socially necessary working time. Thus, at the beginning of the last century, the statistician I. Colescu was concerned with the calculation of the necessary working time for various agricultural activities, carrying out the analysis presented in the table below:

<b>The amount of work used in agriculture at the main vegetable crops in 1905 (simple work days)</b>			
Crops	Necessary of working days 1/ha	Crop area (ha)	Total number of working days
1	2	3	4
Mulch and others	36	3312210	119275560
Corn and others	44	2050557	90235116
Potatoes	70	10880	761600
Sugar beet	194	12029	2333626
Tobacco	100	7717	771700
Vegetables	226	26304	5944690
Artificial hay	24	55469	1331256
Natural hay	15	491126	7366890
Wineyards	152	89890	13663280
Apple orchards	54	71917	3883518
TOTAL		6129099	245567236
SOURCE: L. Colescu, <i>Agricultural Statistics of Romania</i> , Part I - Farms, Bucharest, 1907			



And later, in 1939, an aggregate statistic, a balance of the agricultural work described in the following table, is realized:

<b>The necessary annual working time on consumer branches, in 1939</b>				
Activity branch	Area (x1000 ha)	Days required / ha	Total days-man	Total net days-man (x1000)
Total general				521766,4
Vegetable production of which:	15693,2	26	401076,2	363652,1
Cereals	9320,2	27	249456,4	
Feed plants	730	29	21317,4	
Food plants	833,3	59	48770,2	
Industrial plants	664,3	73	48756,3	
fields	273,4	1,5	273,4	
Natural pastures and meadows	3872	8	32502,5	
The minus equivalent of machines performance in man-days				
Wine production, of which:			-37424,1	
Indigenous people live upright	324,4	167,6	54365,7	53510
Live grafted	22,9	230	5624	
You live hybrids	124,7	230	28669,7	
Live rootstocks	174,7	115	20090	
Difference in work less for non-yielding vineyards	2,1	166	342	
Fruit production				
Forest production	14,8	58	-855,7	
Animal breeding	227,5	37,2	8463,3	8463,3
Other works:	5172	2,73	14113,5	14113,5
Transport of products			66590,8	66590,8
Transp. the manure			15300	15300
Fuel supply			6800	
			3000	
			5500	



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Based on these analyzes one can estimate the working time available to a rural person who does not have a job, but is only an adult member of his household.

### **1. Working time available**

1. Household

2 members

4 hectares of land

1 hectare of wheat

2 hectares of corn

0.5 hectares of life

0.3 hectares of orchard

0.2 hectares of vegetables

### **2. Necessary working time (TMN)**

Wheat - 36 days

Corn - 44 days

Lives - 75 days

Orchard - 16 days

Vegetables - 45 days

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Total - 216 days x 50%  $\approx$  100 days

(50% - mechanization, technical progress compared to 1906)

### **3. Theoretical working time (TMT)**

2 persons x 24 days / month x 12 months = 576 days

### **4. The employment rate of theoretical working time (R.O.)**

R.O. = 17%

### **5. Wasted working time (T.M.I.)**

TMI = TMT - TMN = 476 days



## 6. Wasted individual working time (TMI.I)

TMI.I = 238 days

An analysis paper referring to a (economic) institution of central, national character, such as this work, involves subsequent analyzes at the same level. Economic measurements at the national level, evaluation systems, reporting are a long-standing concern of economic science and practice. At the same time, they constitute, on the one hand, sources for the realization of the different decisions, but also, on the other hand, elements of reporting, communication, display in the political field.

The intersection between the two areas, economic and political, has sometimes made things appear somewhat distorted, political and propagandistic, making economic information more necessary and valuable.

In his memoir *The Age of Turbulence*, Romanian-born economist and banker Alan Greenspan, former president of The Federal Reserve (FED), the central bank of America, talks about daily, or weekly, reports on the economic activity of all countries. from the world, thus having an image (in the form of national statistics) of each individual.

A notion strictly related, both economically and politically, to the aggregate economic results at national level is the **Employment** (of the labor force, of the population, their degrees, etc.). Being an indicator, or a category of indicators, widely used in politics, it is best to be treated with great care when used in economic analyzes. And here the limits of the analysis, the edges of the road, being a broad statistical analysis, are given on the one hand by the danger of political distortions (the statistics of the years of communism being eloquent) and on the other, by what Professor Slăvescu told his students, including NN Constantinescu, very plastic, namely: *statistics is the only science that can do from the city cemetery and from the city cemetery*. Consequently, because of the need for information accuracy, we tried a more detailed analysis and beyond the constraints of political reporting.

And how they work, even when we talk about machines and robots, everything is



done by man, by the person who supervises them, by the person who designed and paid them etc., for a macro-level analysis of all images, indicators, analyzes related to all the people of the country susceptible in one way or another of work capacity, I consider it necessary.

Using as a source of data the collection of the *Statistical Yearbook* and the above mentioned works of the academic Victor Axenciuc, we developed an indicator which I titled **Absolute Apt Overpopulation (S.P.A.A.)**. Essentially, I can say that I have achieved this indicator by trying to erase the political screen above the population and employment indicators.

The results are presented in the table below. The analysis was done on a long series of data from 1956-2014. The objective of this analysis is to present the calculation methodology of this indicator and its historical values.

		1956	1957	1958	1959	1960
1	Total population (T.P.) (mil)	17,489	17,829	18,056	18,226	18,403
2	Apt population (A.P.) (mil)	12,040	12,400	12,600	12,750	12,880
3	Occupied pop. (O.P.) (mil)	10,449				
4	Pop. employed in agriculture (mil)					
5	Nr. Employees (N.E.) (mil)	2,991	2,908	2,944	3,058	3,249
6	Nr. agricultural employees (x1000)	268,80	258,10	245,90	280,80	310,60
7	Nr. Workers (N.W.) (x1000)	2,003	1,989	2,042	1,188	2,284
8	Nr. agricultural workers (x1000)	220,10	213,70	202,10	239,80	266,80
9	E + S	304772,00	301752,00	3104133,00	487,90	463,52
10	GDP (\$ x1000)	34884	41495	38947	43921	48168
11	GDP / MP.	1994,57	2327,35	2157,02	2409,82	2617,34
12	GDP / A.P.	2897,34	3346,37	3091,03	3444,78	3739,75
13	GDP / O.P.	3338,44				
14	GDP / N.E.	11661,82	14269,26	13227,48	14360,78	14824,57
15	GDP / N.W.	17418,49	20861,19	19072,97	36961,21	21088,39
16	SPAAO (x1000)	1,591	12,400	12,600	12,750	12,880
17	SAAPR (x1000)	9,049	9,492	9,656	9,692	9,631





		1961	1962	1963	1964	1965
1	Total population (T.P.) (mil)	18,567	18,681	18,811	18,927	19,027
2	Apt population (A.P.) (mil)	12,992	13,076	13,167	13,244	13,320
3	Occupied pop. (O.P.) (mil)					
4	Pop. employed in agriculture (mil)					
5	Nr. Employees (N.E.) (mil)	3,488	3,741	3,932	4,116	4,305
6	Nr. agricultural employees (x1000)	330,70	358,70	381,60	407,20	425,60
7	Nr. Workers (N.W.) (x1000)	2,468	2,689	2,826	3,530	3,637
8	Nr. agricultural workers (x1000)	284,70	311,00	328,90	353,00	363,70
9	E + S	438,74	510,37	598,41	535,34	592,34
10	GDP (\$ x1000)	52238	54096	58988	64774	70122
11	GDP / MP.	2813,50	2895,82	3135,82	3422,29	3685,32
12	GDP / A.P.	4020,78	4137,04	4479,99	4890,82	5264,41
13	GDP / O.P.					
14	GDP / N.E.	14974,77	14459,92	15002,42	15737,1	16287,3
15	GDP / N.W.	21164,41	20118,26	20875,54	18349,5	19280,1
16	SPAAO (x1000)	12,992	13,076	13,167	13,244	13,320
17	SAAPR (x1000)	9,504	9,335	9,235	9,128	9,015

		1966	1967	1968	1969	1970
1	Total population (T.P.) (mil)	19,103	19,285	19,721	20,011	20,253
2	Apt population (A.P.) (mil)	13,499	13,510	13,800	14,000	14,177
3	Occupied pop. (O.P.) (mil)					9,875
4	Pop. employed in agriculture (mil)				4,975	4,849
5	Nr. Employees (N.E.) (mil)	4,497	4,680	4,785	4,958	5,109
6	Nr. agric. employees (x1000)	450,60	432,20	414,90	431,20	440,10
7	Nr. Workers (N.W.) (x1000)	3,553	3,402	3,506	3,618	3,839
8	Nr. agricultural workers (x1000)	379,40	365,10	354,00	367,00	374,30
9	E + S	612,77			556,33	886,73
10	GDP (\$ x1000)	78007	85570	91988	97815	107592
11	GDP / MP.	4083,46	4437,17	4664,47	4888,17	5312,52
12	GDP / A.P.	5778,72	6333,83	6665,80	6986,79	7589,19
13	GDP / O.P.					10895,39
14	GDP / N.E.	17347,61	18285,36	19223,04	19729,12	21060,54
15	GDP / N.W.	21957,10	25149,89	26236,56	27035,66	28026,78
16	SPAAO (x1000)	13,499	13,510	13,800	14,000	4,302
17	SAAPR (x1000)	9,002	8,830	9,015	9,042	9,068





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		1971	1972	1973	1974	1975
1	Total population (T.P.) (mil)	20,470	20,663	20,828	21,029	21,245
2	Apt population (A.P.) (mil)	14,329	14,464	14,545	14,581	14,672
3	Occupied pop. (O.P.) (mil)	9,938	9,971	10,021	10,070	10,150
4	Pop. employed in agriculture (mil)	4,602	4,206	4,012	4,012	3,837
5	Nr. Employees (N.E.) (mil)	5,375	5,621	5,821	6,025	6,301
6	Nr. agric. employees (x1000)	462,50	482,60	498,90	470,10	484,20
7	Nr. Workers (N.W.) (x1000)	4,081	4,286	4,563	4,762	4,994
8	Nr. agricultural workers (x1000)	395,60	411,20	422,30	400,00	484,20
9	E + S	895,32	918,05	944,40	1034,75	1140,38
10	GDP (\$ x1000)	115570	130348	146695	148062	151409
11	GDP / MP.	5645,92	6308,39	7043,32	7040,90	7126,77
12	GDP / A.P.	8065,46	9011,89	10085,60	10154,41	10319,27
13	GDP / O.P.	11629,10	13072,84	14639,34	14703,13	14917,14
14	GDP / N.E.	21503,40	23191,12	25202,73	24576,24	24030,12
15	GDP / N.W.	28322,51	30414,63	32150,21	31093,05	30319,40
16	SPAAO (x1000)	4,391	4,493	4,524	4,511	4,522
17	SAAPR (x1000)	8,955	8,843	8,724	8,556	8,372
		1976	1977	1978	1979	1980
1	Total population (T.P.) (mil)	21,446	21,658	21,855	22,048	22,201
2	Apt population (A.P.) (mil)	14,755	14,804	14,835	14,878	14,887
3	Occupied pop. (O.P.) (mil)	10,227	10,264	10,290	10,320	10,350
4	Pop. employed in agriculture (mil)	3,641	3,530	3,345	3,170	3,049
5	Nr. Employees (N.E.) (mil)	6,559	6,740	6,956	7,183	7,340
6	Nr. agric. employees (x1000)	516,50	521,20	534,20	547,00	550,00
7	Nr. Workers (N.W.) (x1000)	5,202	5,386	5,585	5,753	5,869
8	Nr. agricultural workers (x1000)	441,00	448,60	460,90	471,90	472,70
9	E + S	1236,86	1291,20	1342,05	1331,85	1280,61
10	GDP (\$ x1000)	168205	178309	194780	202913	198465
11	GDP / MP.	7843,30	8233,09	8912,54	9203,11	8939,31
12	GDP / A.P.	11399,71	12044,41	13129,80	13638,26	13331,59

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		1976	1977	1978	1979	1980
13	GDP / O.P.	16447,15	17371,76	18929,06	19662,11	19175,18
14	GDP / N.E.	25645,70	26454,56	28000,52	28249,06	27038,83
15	GDP / N.W.	32335,92	33109,09	34874,94	35268,98	33817,54
16	SPAAO (x1000)	4,528	4,540	4,545	4,558	4,537
17	SAAPR (x1000)	8,196	8,064	7,879	7,695	7,547

		2001	2002	2003	2004	2005
1	Total population (T.P.) (mil)	22,408	24,681	21,673	21,673	21,624
2	Apt population (A.P.) (mil)	16,340	15,800		16,114	16,149
3	Occupied pop. (O.P.) (mil)	8,563	8,239	8,306	8,238	8,390
4	Pop. employed in agriculture (mil)	3,456	3,011	2,884	2,634	2,674
5	Nr. Employees (N.E.) (mil)	4,619	4,568	4,591	4,469	4,559
6	Nr. agric. employees (x1000)	189	159	152	143	144
7	Nr. Workers (N.W.) (x1000)	2,894	2,810	2,734	2,668	2,635
8	Nr. agricultural workers (x1000)	140	116	109	97	99
9	E + S	1.494.725	1.535.406	1.575.642	1.594.899	1.614.465
10	GDP (\$ x1000)					
11	GDP / MP.					
12	GDP / A.P.					
13	GDP / O.P.					
14	GDP / N.E.					
15	GDP / N.W.					
16	SPAAO (x1000)	7,777	7,561		7,876	7,759
17	SAAPR (x1000)	11,721	11,232		11,645	11,590

		2006	2007	2008	2009	2010
1	Total population (T.P.) (mil)	21,584	21,538	21,504	21,470	21,431
2	Apt population (A.P.) (mil)	16,105	16,049	16,089	16,013	14,373
3	Occupied pop. (O.P.) (mil)	8,460	8,786	8,747	8,411	8,371
4	Pop. employed in agriculture (mil)	2,514	2,462	2,407	2,411	2,440
5	Nr. Employees (N.E.) (mil)	4,667	4,885	5,046	4,774	4,376
6	Nr. agric. employees (x1000)	138	125	105	110	95



		2006	2007	2008	2009	2010
7	Nr. Workers (N.W.) (x1000)	2,655	2,721			
8	Nr. agricultural workers (x1000)	92	86			
9	E + S	1.608.179	1.613.186	1.545.172	1.577.857	1.504.539
10	GDP (\$ x1000)					
11	GDP / MP.					
12	GDP / A.P.					
13	GDP / O.P.					
14	GDP / N.E.					
15	GDP / N.W.					
16	SPAAO (x1000)	7,645	7,263	7,342	7,602	6,002
17	SAAPR (x1000)	11,438	11,164	11,043	11,239	9,997

Intermediate indicators used to calculate S.P.A.A. they are of two categories. The first category are the indicators calculated and published as such in the Statistical Yearbook of Romania, and the second category are derived indicators, calculated by me, from data in general, also from the Statistical Yearbook.

Thus, we have the following indicators:

**The total population (T.P.)** - the indicator calculated and provided in full in the Statistical Yearbook

**Apt population (A.P.)** - the total active population aged 16-70 years and was calculated by me for the whole period from the general tables of the population balance in the Statistical Yearbook

**Occupied population (O.P.)** - an indicator calculated and provided by the Statistical Yearbook; the data provided are for the period 1970-2010

**Population employed in agriculture (P.E.A.)** - also an indicator provided in full in A.S. since 1969

**Number of employees (N.E.)** - indicator provided entirely by the Statistical Yearbook



**Number of agricultural employees (N.A.E.)** - also an indicator provided entirely by S.Y.

**Number of workers (N.W.)** - an indicator provided by S.Y.

**Number of agricultural workers (N.A.W.)** - also an indicator S.Y.

**Pupils and students** - an indicator derived, calculated by me, from the balances (tables) with the respective numbers published in S.Y., from which I dropped the pupils and students in the evening, who usually had to have a job and so they worked.

Based on these indicators, we calculated the indicators we named of the **Absolute Apt Overpopulation**.

The two indicators are:

The **official absolute apt overpopulation**, across the entire population, and is calculated by subtracting from the apt population the occupied population

$$\text{S.P.A.A.O.} = \text{A.P.} - \text{O.P.}$$

The **real absolute apt population**, is given by the difference between the Apt Population and the Number of employees.

$$\text{S.A.A.P.R} = \text{A.P.} - \text{N.E.}$$

The unanimously accepted and used political shield comes from the official indicator Unpaid Family Worker.

Absolute apt overpopulation could be described as the working age population that does not have an effective job. The difference, for the purpose of this paper, between the Absolute Apt Population and the Occupied Population provided by the official statistics is precisely the political screen of the economic information, sensitive, interested, by the political factor including, for example, the European statistical screen generated by the European policy. The only error that can appear in these figures comes from an indicator that we did not calculate nor did we find calculated as such, an indicator that, at least during the period '50 -'90, cannot have



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an influence very high, an indicator of the working age population (16-70 years), but unable to work for various reasons (medical, legal, etc.). At the same time, I appreciate that the image provided by this set of Absolute Apt Population indicators is very relevant and can be used later in more in-depth analyzes, as are the ones I propose in a work in progress, in relation to which I did a first exercise in the Transversal Report on Equal Opportunities and Active Aging.



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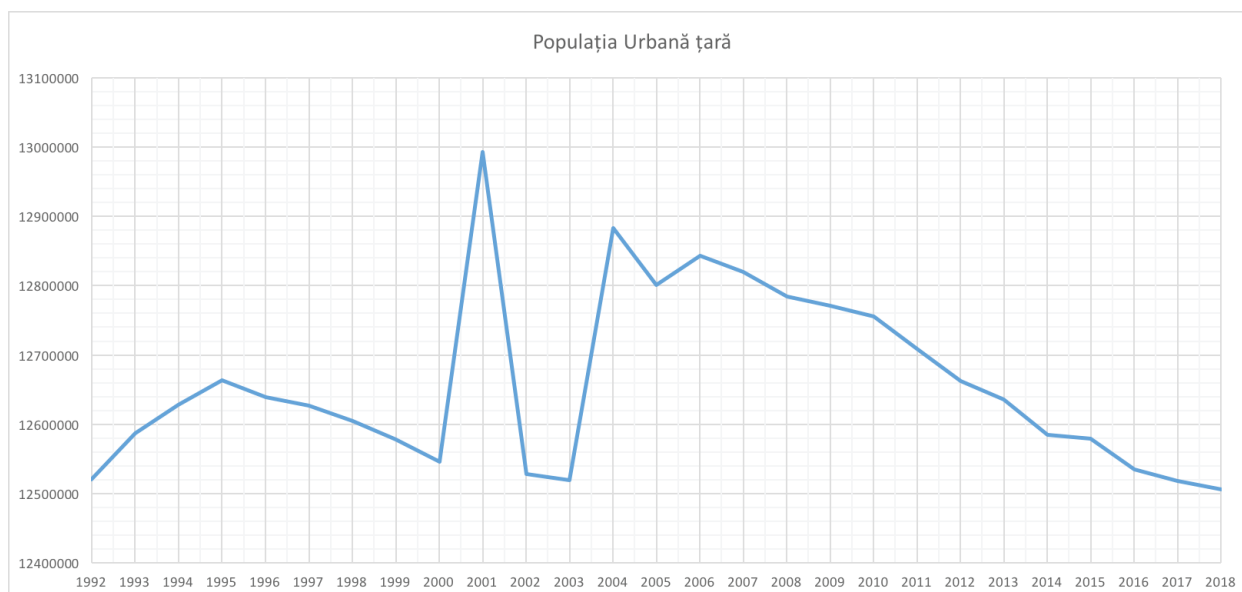
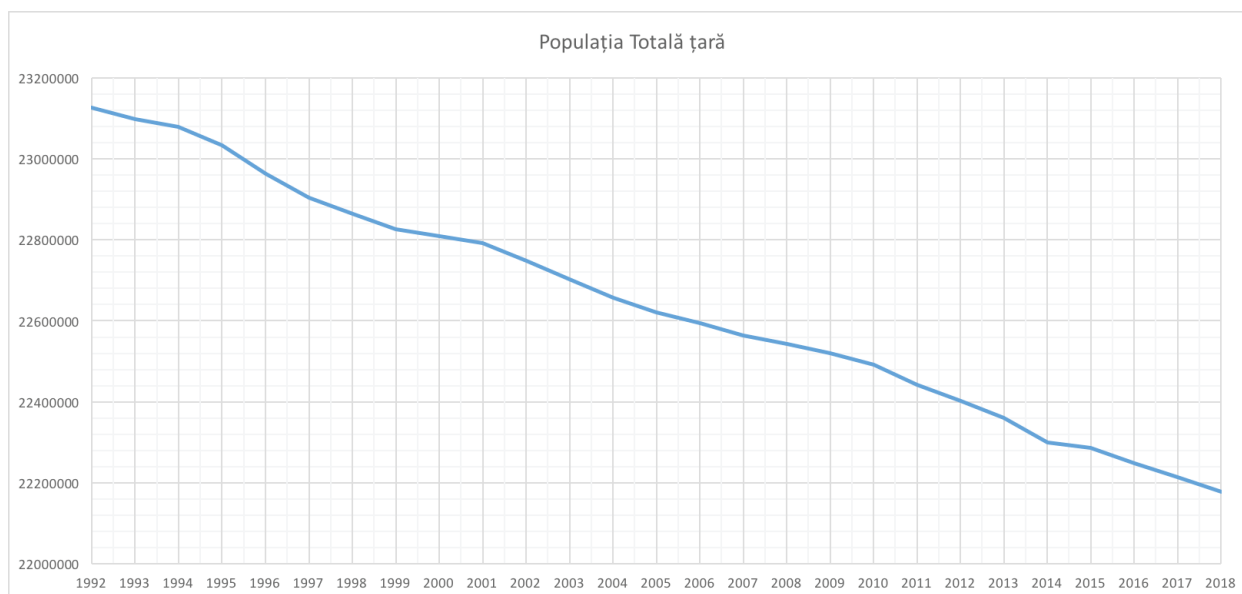
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## Country charts







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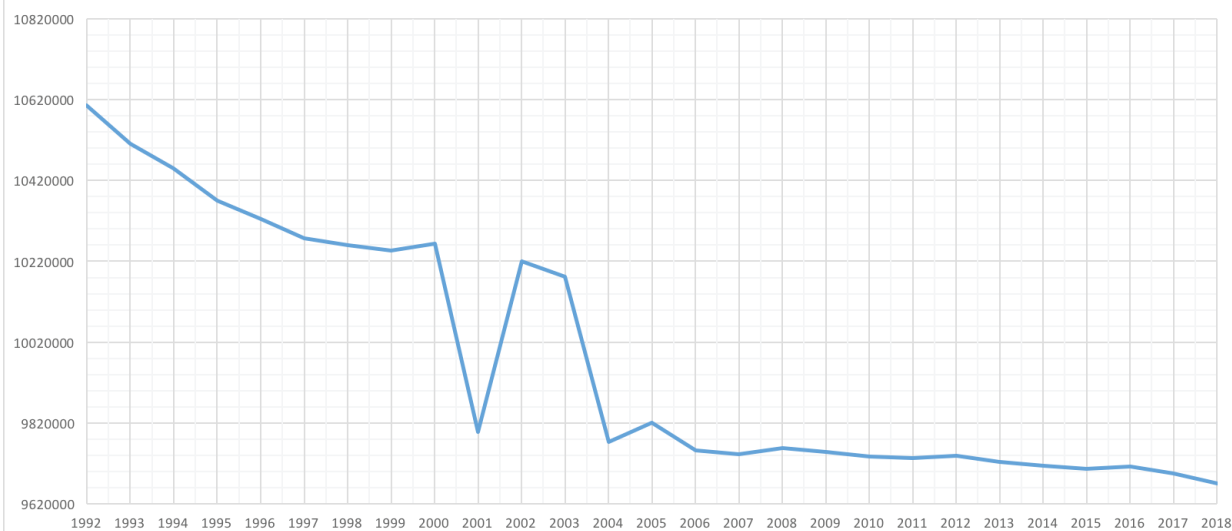
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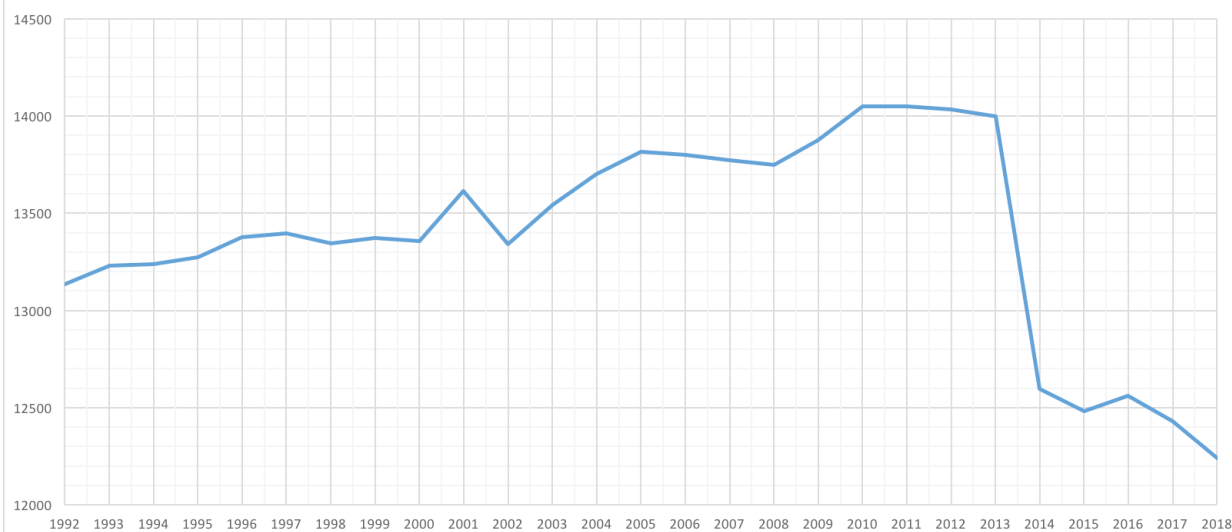
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Populația Rurală țară



PVL țară mii





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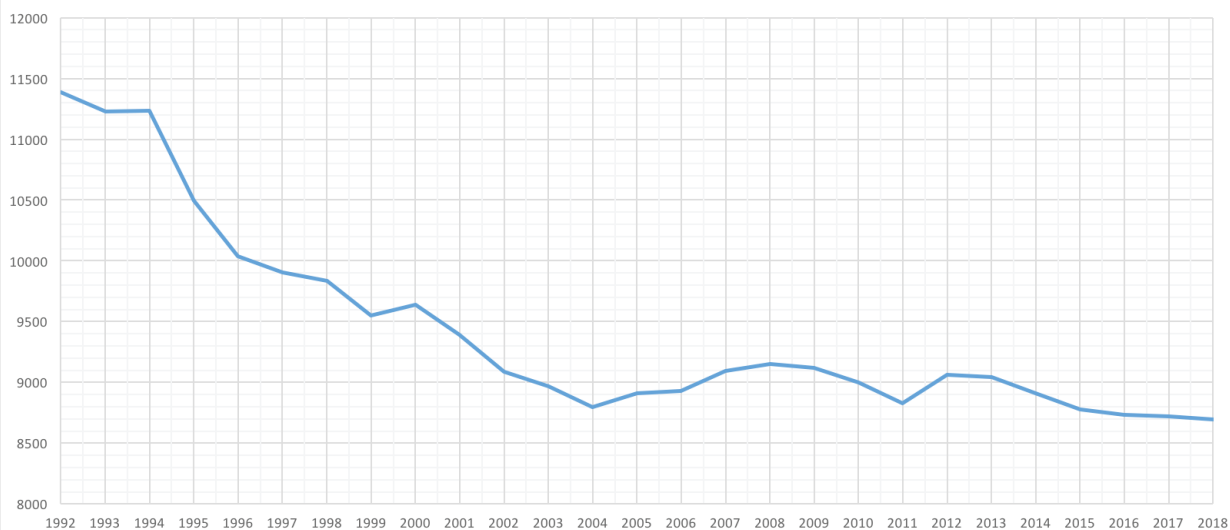
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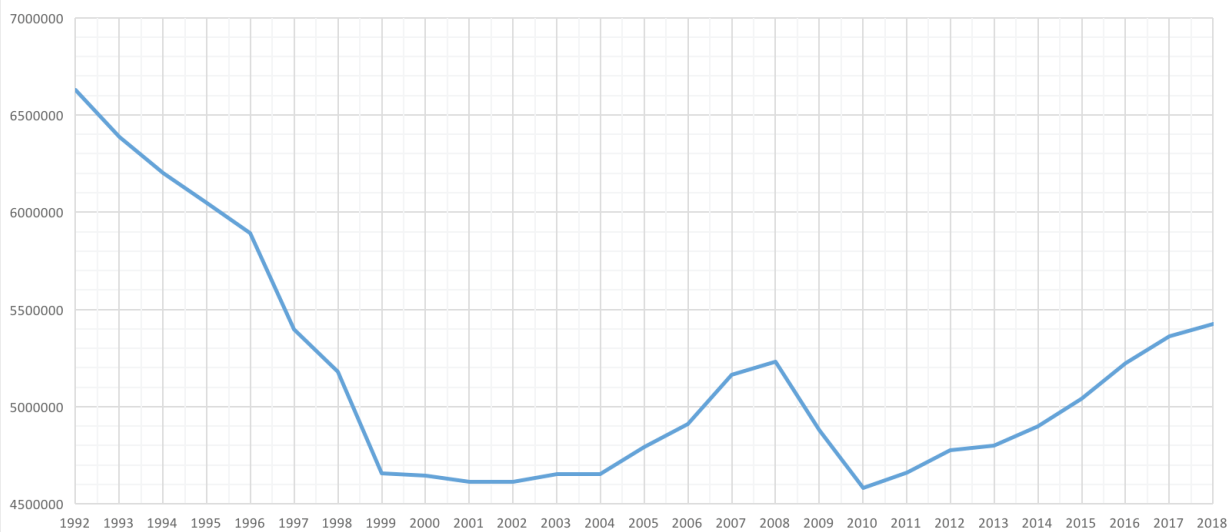
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PA țară mii



NS țară

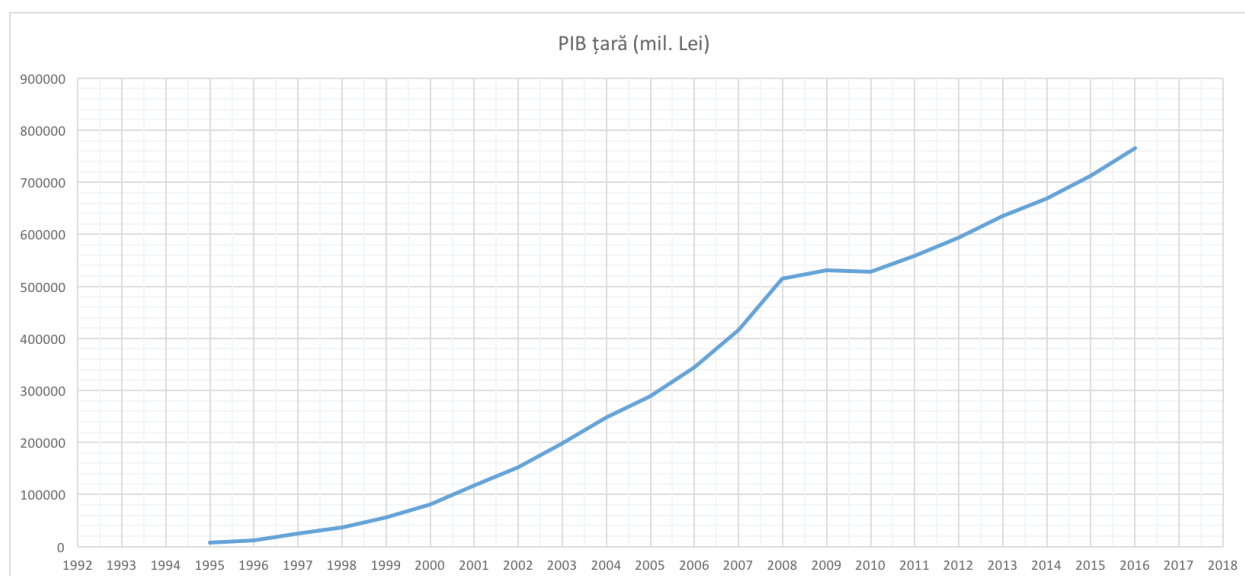
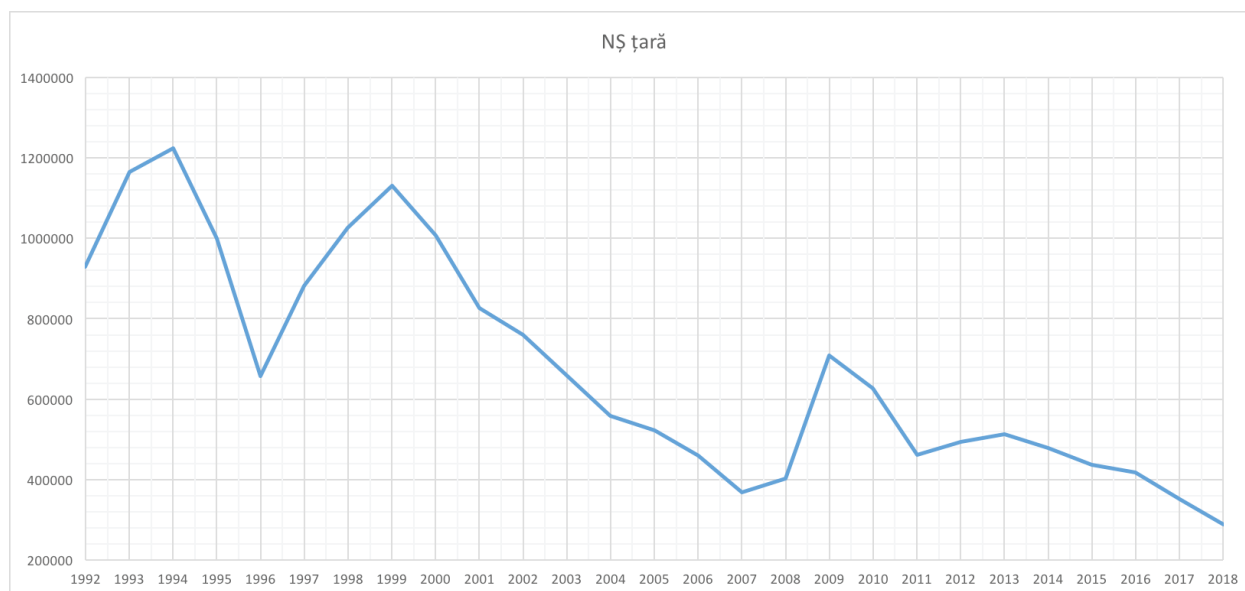




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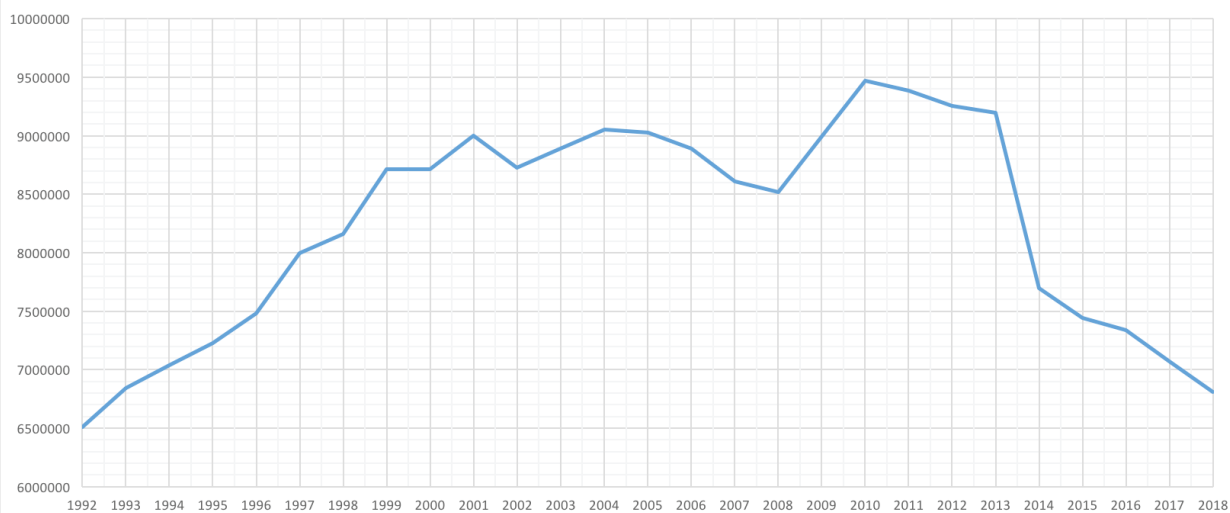
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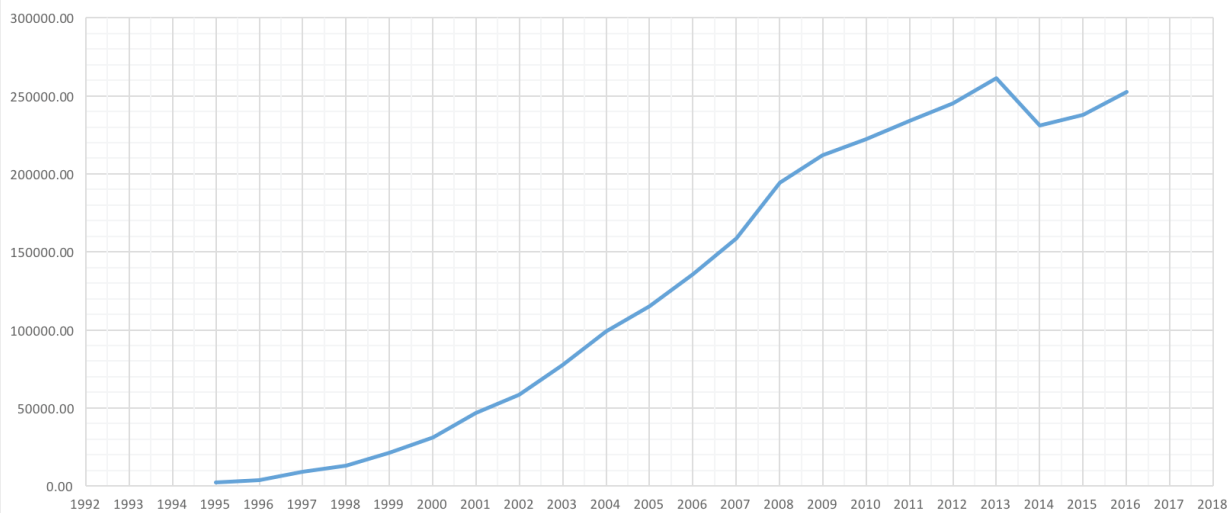
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SPAAO Țară



PETI Țară - mil lei



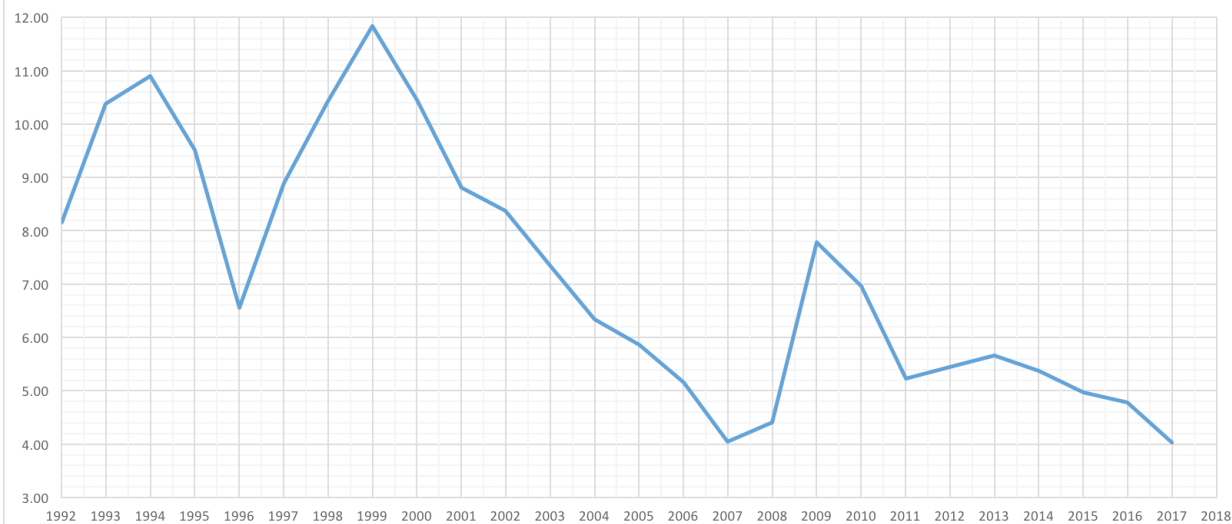


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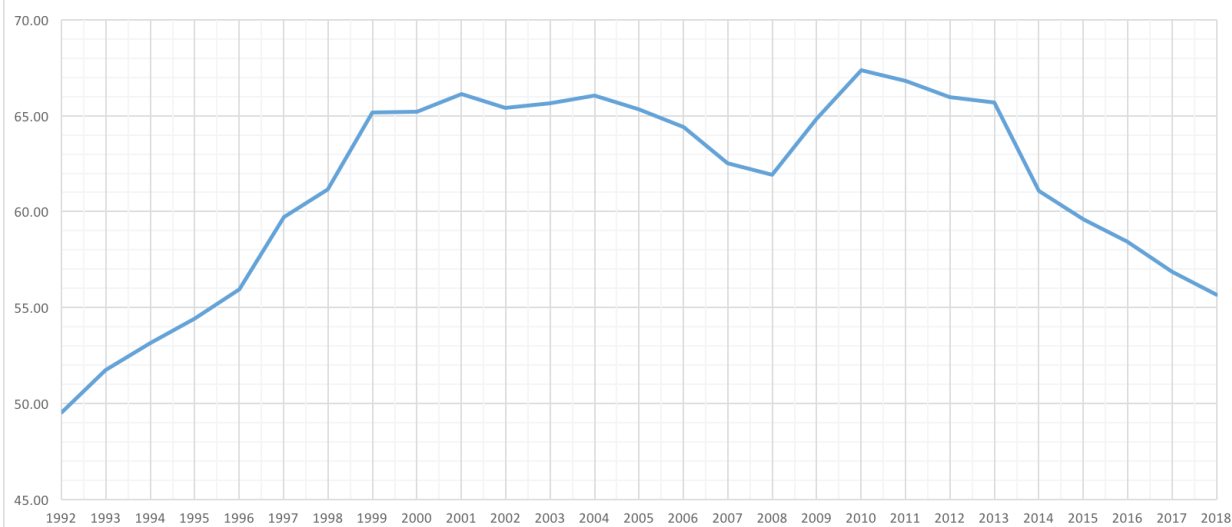


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Rata șomaj țară (%)



Rata ocupării țară (%)





## Integrated statistics of Giurgiu county (1992-2018)

	1992	1993	1994	1995	1996	1997	1998	1999	2000
T.P. Giurgiu	313240	309958	307411	305124	302519	300665	299209	297451	296431
U.P. Giurgiu	96748	96485	96468	96631	96283	96089	95888	95584	95229
R.P. Giurgiu	216492	213473	210943	208493	206236	204576	203321	201867	201202
W.A.P. Gr (x1000)	206.77	203.89	201.524	199.235	197.256	195.555	193.519	191.79	191.378
A.P. Gr (x1000)	130.9	132.3	126.8	115	112.9	113.9	108	110.7	110.8
Employed Gr	57161	52102	49367	47086	48603	44620	38177	36180	34014
Unemployed Gr	10951	19066	12950	11234	4996	7166	8031	9660	8846
GDP Gr (x1000 lei)				68.6	96.5	229.6	338.8	460.6	586.8
GDP/person Gr (Lei)				225	319	764	1132	1548	1980
Unemployment rate Giurgiu	0.08	0.14	0.10	0.10	0.04	0.06	0.07	0.09	0.08
Employment rate Giurgiu	0.72	0.74	0.76	0.76	0.75	0.77	0.80	0.81	0.82
SPAAO Gr	149609	151788	152157	152149	148653	150935	155342	155610	157364
PETI Gr (x1000 lei)				34.21	47.42	115.26	175.90	240.96	311.51

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
T.P. Giurgiu	295690	293955	292147	290562	289163	287769	286663	285730	284567	283502
U.P. Giurgiu	95265	95002	94855	94452	94220	94094	93799	93261	93053	92841
R.P. Giurgiu	200425	198953	197292	196110	194943	193675	192864	192469	191514	190661
W.A.P. Gr (x1000)	191.098	190.935	190.914	190.977	191.226	190.16	190.366	190.881	191.253	191.179
A.P. Gr (x1000)	107.2	98.4	97.4	94	93.4	91.1	91.7	92.2	93.2	93.1
Employed Gr	32851	31813	32765	33400	33510	33316	34770	35056	33465	30225
Unemployed Gr	7209	7162	7298	6838	5198	5033	4090	4181	6681	7861
GDP Gr (x1000 lei)	1011.3	1192.8	1418.9	2382.1	2132.9	2477.6	2647.1	3666.1	4001.2	5028.4





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GDP/person Gr (Lei)	3420	4058	4857	8198	7376	8610	9234	12831	14061	17737
Unemployment rate Giurgiu	0.07	0.07	0.07	0.07	0.06	0.06	0.04	0.05	0.07	0.08
Employment rate Giurgiu	0.83	0.83	0.83	0.83	0.82	0.82	0.82	0.82	0.83	0.84
SPAAO Gr	158247	159122	158149	157577	157716	156844	155596	155825	157788	160954
PETI Gr (x1000 lei)	541.23	645.68	768.10	1291.86	1163.33	1350.38	1436.80	1999.34	2218.60	2854.80

	2011	2012	2013	2014	2015	2016	2017	2018
T.P. Giurgiu	282525	281869	280114	278630	277538	276493	274964	272768
U.P. Giurgiu	92492	91889	91556	91008	90769	89976	89465	88738
R.P. Giurgiu	190033	189980	188558	187622	186769	186517	185499	184030
W.A.P. Gr (x1000)	191.646	192.06	191.259	190.626	189.781	188.698	187.688	186.472
A.P. Gr (x1000)	92.8	95.4	93.7	93.1	87.7	83	82	81.3
Employed Gr	32317	32959	32937	33957	34132	34981	36191	36355
Unemployed Gr	5330	5619	5822	6510	5723	4809	2668	1863
GDP Gr (x1000 lei)	4941.3	4976.3	4585.7	6029.9	6640.5	6963.3		
GDP/person Gr (Lei)	17490	17655	16371	21641	23926	25184		
Unemployment rate Giurgiu	0.06	0.06	0.06	0.07	0.07	0.06	0.03	0.02
Employment rate Giurgiu	0.83	0.83	0.83	0.82	0.82	0.81	0.81	0.81
SPAAO Gr	159329	159101	158322	156669	155649	153717	151497	150117
PETI Gr (x1000 lei)	2786.63	2808.87	2591.86	3390.51	3724.13	3871.26		



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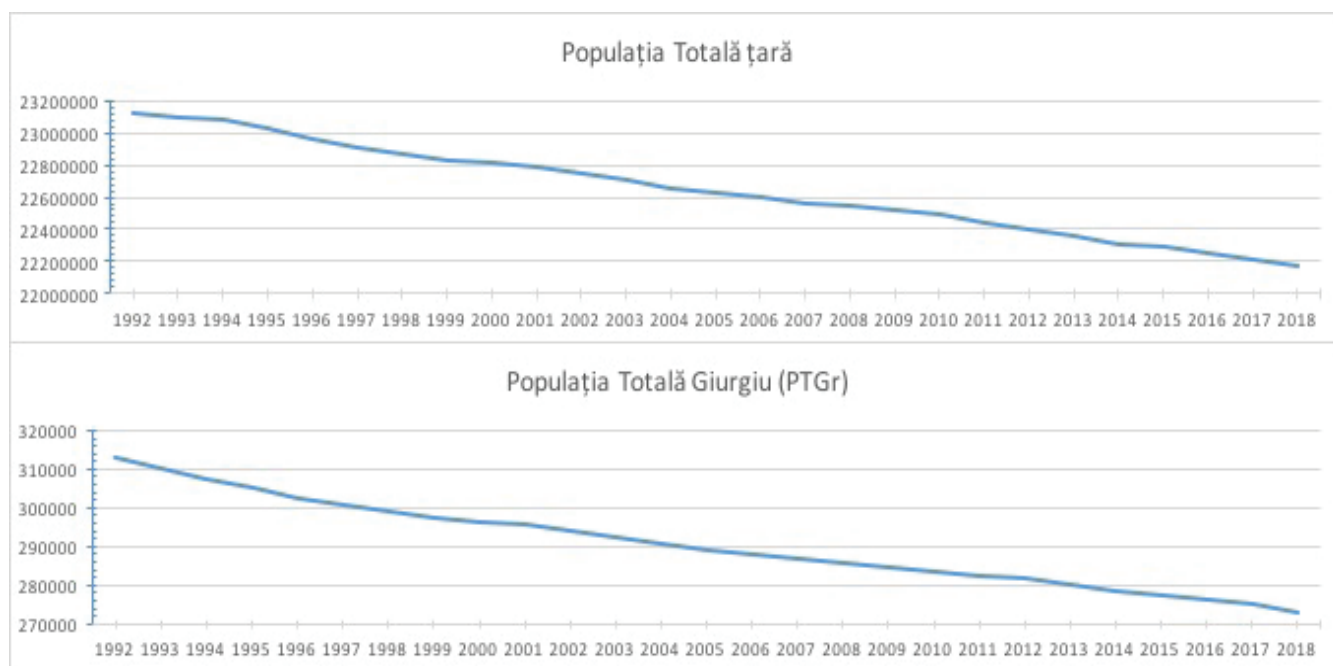
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## The total population in Giurgiu county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	23126797	23098108	23078952	23033618	22962740	22903955	22864721	22825196	22809610
Giurgiu	313240	309958	307411	305124	302519	300665	299209	297451	296431

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	22791655	22748121	22702149	22656570	22621457	22594368	22562913	22542169	22520477	22492083
Giurgiu	295690	293955	292147	290562	289163	287769	286663	285730	284567	283502

	2011	2012	2013	2014	2015	2016	2017	2018
Country	22441740	22401865	22359849	22299730	22286392	22247551	22213586	22177605
Giurgiu	282525	281869	280114	278630	277538	276493	274964	272768



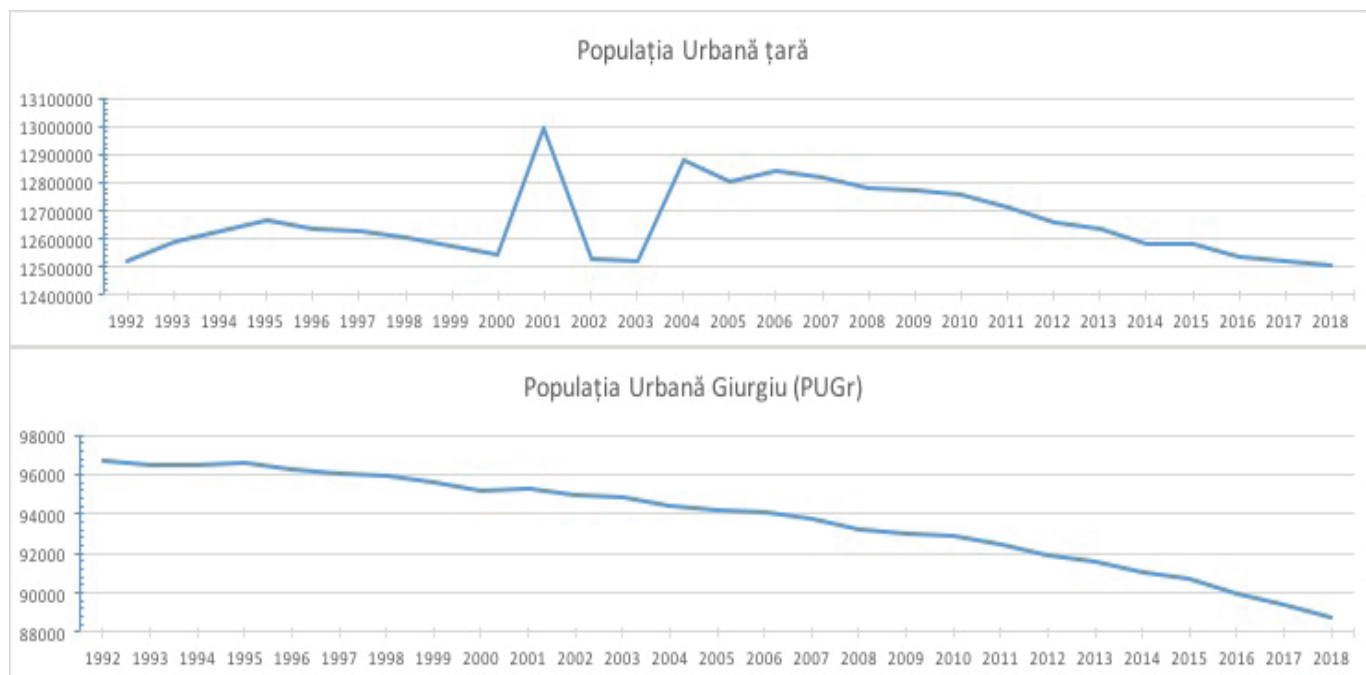
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## Urban population in Giurgiu county



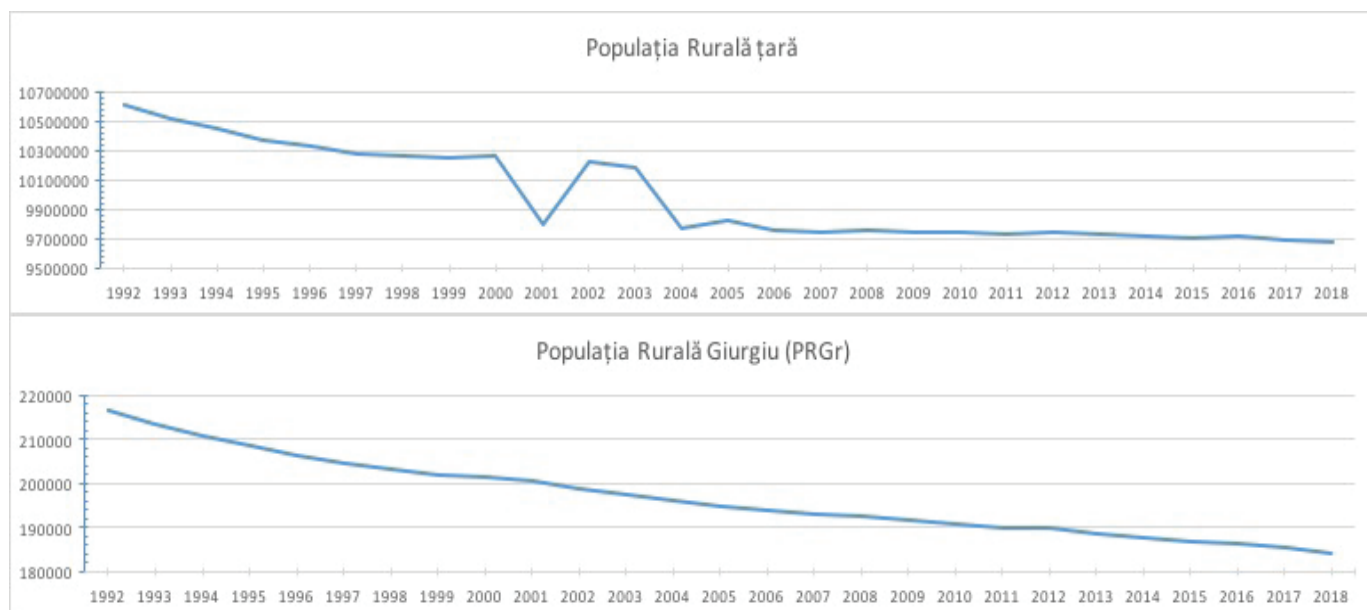
	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	12520744	12586652	12628516	12663778	12638739	12627122	12604799	12577938	12545748
Giurgiu	96748	96485	96468	96631	96283	96089	95888	95584	95229

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	12992814	12527897	12519505	12883229	12800505	12842563	12819220	12784017	12771046	12755009
Giurgiu	95265	95002	94855	94452	94220	94094	93799	93261	93053	92841

	2011	2012	2013	2014	2015	2016	2017	2018
Country	12709010	12662531	12636239	12584794	12579421	12534886	12518237	12506648
Giurgiu	92492	91889	91556	91008	90769	89976	89465	88738



## Rural population in Giurgiu county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	10606053	10511456	10450436	10369840	10324001	10276833	10259922	10247258	10263862
Giurgiu	216492	213473	210943	208493	206236	204576	203321	201867	201202

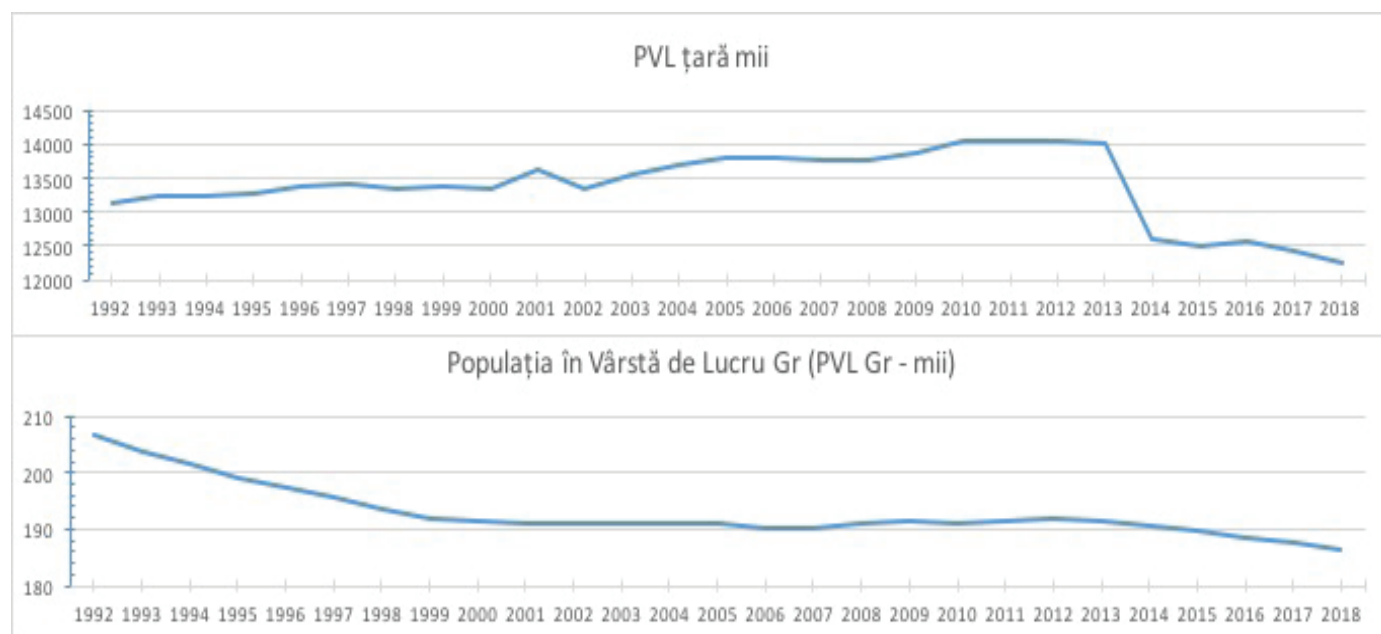
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	9798841	10220224	10182644	9773341	9820952	9751805	9743693	9758152	9749431	9737074
Giurgiu	200425	198953	197292	196110	194943	193675	192864	192469	191514	190661

	2011	2012	2013	2014	2015	2016	2017	2018
Country	9732730	9739334	9723610	9714936	9706971	9712665	9695349	9670957
Giurgiu	190033	189980	188558	187622	186769	186517	185499	184030



## The working population in Giurgiu county - thousands inhabitants

The working age population represents that category of population that has all the physical and intellectual capacities that allow it to carry out a useful work in one of the activities of the national economy. The working ages are: For the period 1990 - 2000: 16- 54 years for women. respectively 16-59 years for men; For the period 2001 - 2009: 16- 57 years for women. respectively 16- 62 years for men; 2010: 16- 58 years for women and 16-63 years for men; 2011-2015: 16-59 years for women. respectively 16-64 years for men; 2016: 16-60 years for women. respectively 16-65 years for men.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	13136,7	13228,2	13236,5	13275,5	13376,3	13398,2	13343,3	13370,9	13358,4
Giurgiu	206,77	203,89	201,524	199,235	197,256	195,555	193,519	191,79	191,378

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	13615,5	13342,6	13544	13701,9	13816,9	13801,6	13772,7	13747,4	13875,9	14047,6
Giurgiu	191,098	190,935	190,914	190,977	191,226	190,16	190,366	190,881	191,253	191,179

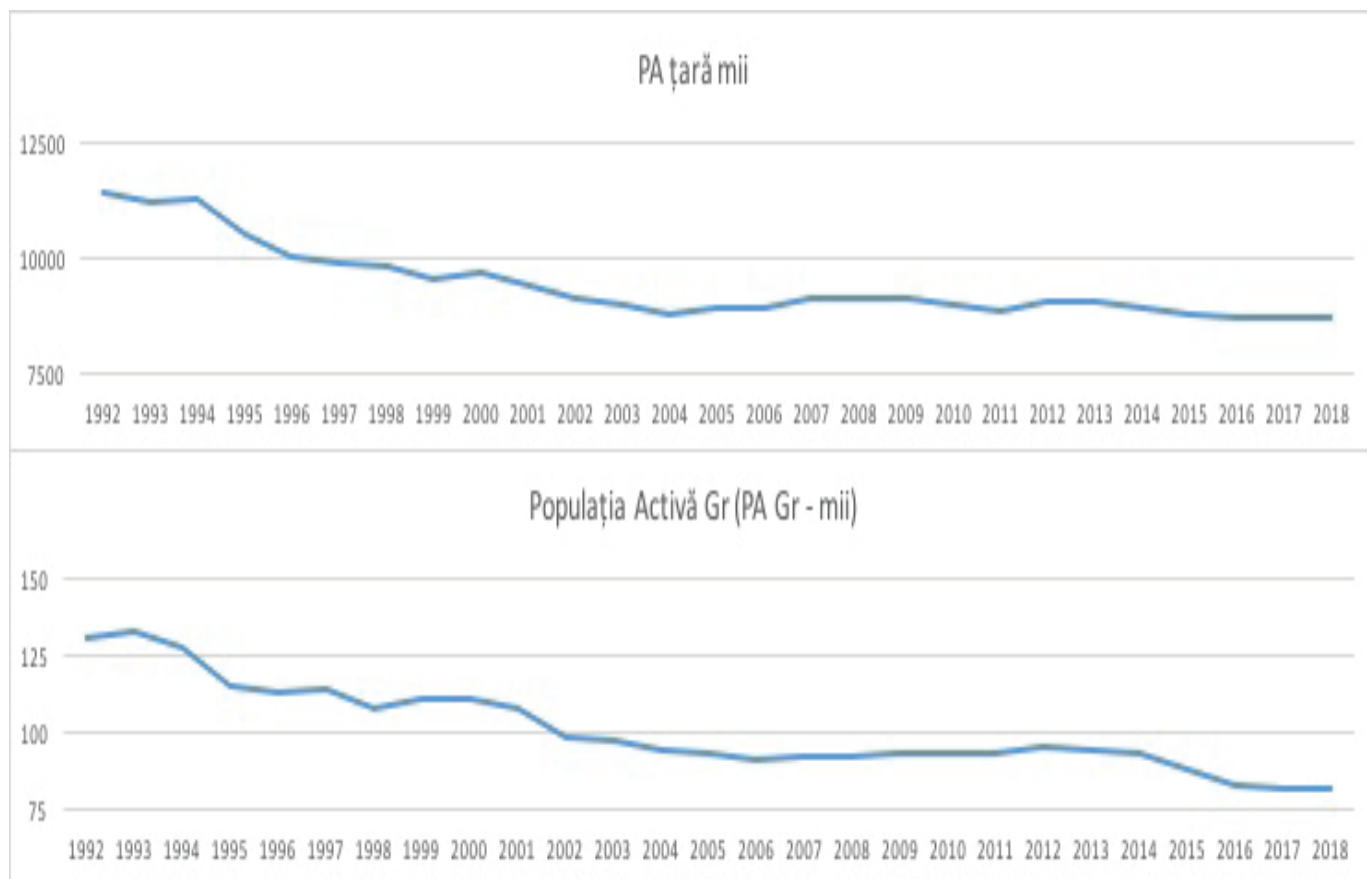
  

	2011	2012	2013	2014	2015	2016	2017	2018
Country	14047,7	14033,7	13997,9	12597,7	12481,1	12562	12432,5	12238,9
Giurgiu	191,646	192,06	191,259	190,626	189,781	188,698	187,688	186,472



## Active population in Giurgiu county - thousands inhabitants

The active civilian population characterizes the potential supply of labor force and the degree of employment of the population comprising the civilian employed population and registered unemployed.

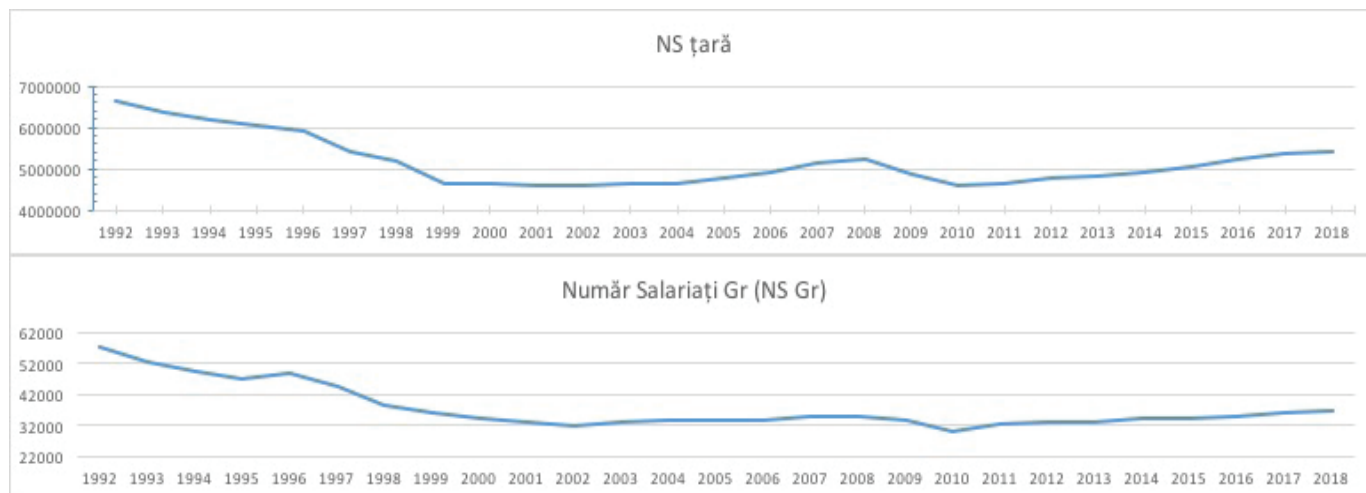


	1992	1993	1994	1995	1996	1997	1998	1999	2000	
Country	11387	11226,7	11235,5	10491,4	10036,5	9904,1	9837,7	9549,9	9636,4	
Giurgiu	130,9	132,3	126,8	115	112,9	113,9	108	110,7	110,8	
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	9389,4	9089,6	8964,4	8796,2	8913,4	8929,8	9093,7	9150,4	9120,1	8998,3
Giurgiu	107,2	98,4	97,4	94	93,4	91,1	91,7	92,2	93,2	93,1
	2011	2012	2013	2014	2015	2016	2017	2018		
Country	8826,5	9063,4	9042,9	8910	8776,8	8735,8	8717,9	8696,4		
Giurgiu	92,8	95,4	93,7	93,1	87,7	83	82	81,3		





## Number of employees in Giurgiu county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	6627350	6385156	6200640	6047678	5893936	5399128	5181562	4658682	4646287
Giurgiu	57161	52102	49367	47086	48603	44620	38177	36180	34014

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	4613051	4614720	4655000	4652704	4790431	4910088	5162967	5232694	4879480	4580989
Giurgiu	32851	31813	32765	33400	33510	33316	34770	35056	33465	30225

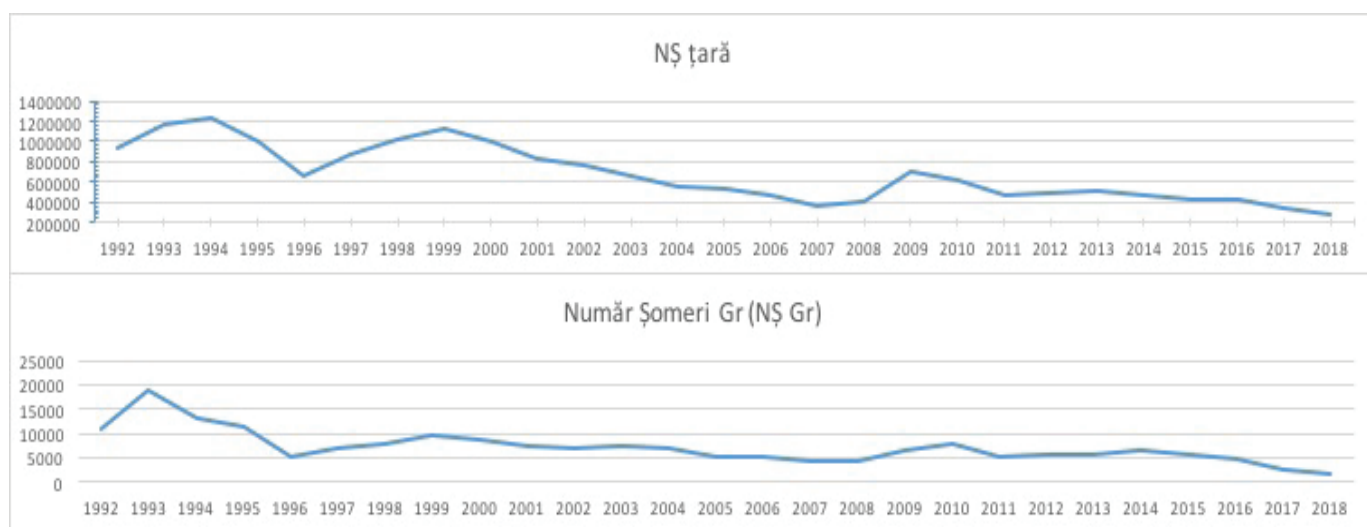
	2011	2012	2013	2014	2015	2016	2017	2018
Country	4660461	4777152	4801104	4900684	5041186	5223767	5362346	5426272
Giurgiu	32317	32959	32937	33957	34132	34981	36191	36355

## Number of unemployed in Giurgiu county

Registered unemployed person is the person who cumulatively fulfills the following conditions: a) he is looking for a job from the age of at least 16 years and until he fulfills the conditions of retirement; b) the state of health and the physical and mental capacities make it suitable for the provision of work; c) does not have work place, does not make income or realizes from activities authorized according to the law, incomes lower than the value of the reference social indicator of unemployment insurance and stimulation of employment, in force; d) it is available to start work in



the next period if there is a job; e) is registered with the National Agency for Employment. Persons registered as unemployed at employment agencies and who are employed, according to the law, in a locality located more than 15 km away from the locality where they have their domicile or residence, can benefit from a premium of classification, non-taxable for a period of 12 months. Persons registered as unemployed at the employment agencies that are in employment, according to the law, in another locality located more than 50 km away from the locality where they have their domicile or residence and, as a result of this in fact, they change their domicile or establish their residence in the respective locality or in the neighboring localities, they can benefit from an installation premium, not taxable in a differentiated amount..



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	929019	1164705	1223925	998432	657564	881435	1025056	1130296	1007131
Giurgiu	10951	19066	12950	11234	4996	7166	8031	9660	8846

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	826932	760623	658891	557892	522967	460495	367838	403441	709383	626960
Giurgiu	7209	7162	7298	6838	5198	5033	4090	4181	6681	7861

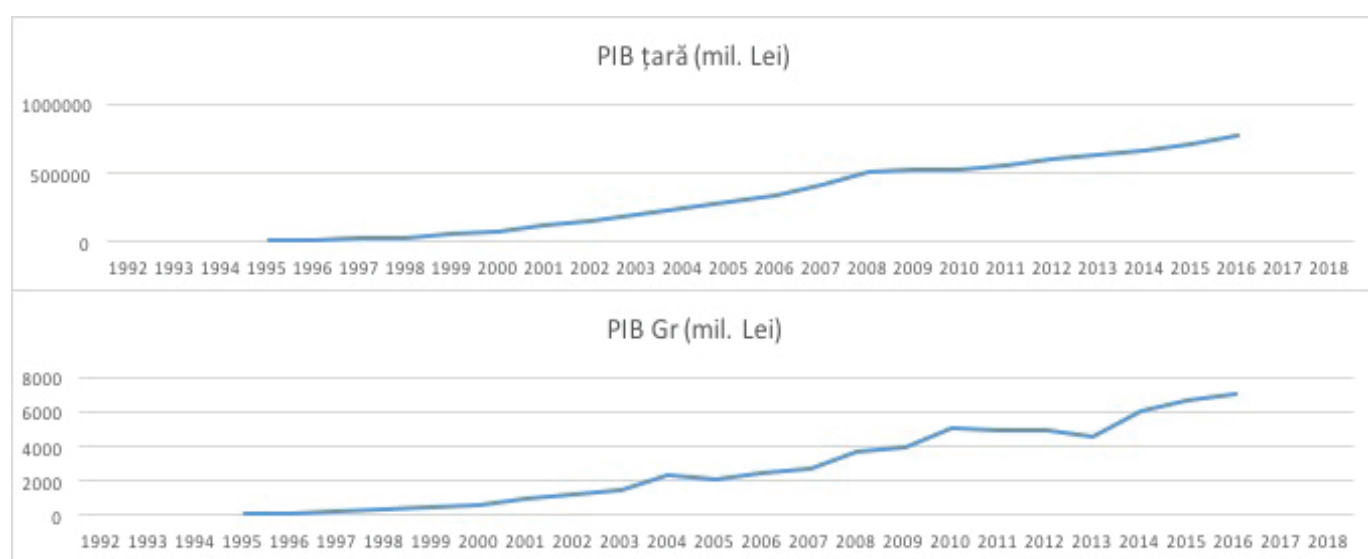
  

	2011	2012	2013	2014	2015	2016	2017	2018
Country	461013	493775	512333	478338	436242	418237	351105	288896
Giurgiu	5330	5619	5822	6510	5723	4809	2668	1863



## Gross domestic product (GDP) Giurgiu county - millions lei

Gross domestic product (GDP) is equal to the sum of final uses of goods and services of resident institutional units (actual final consumption, gross fixed capital formation) plus exports minus imports of goods and services.



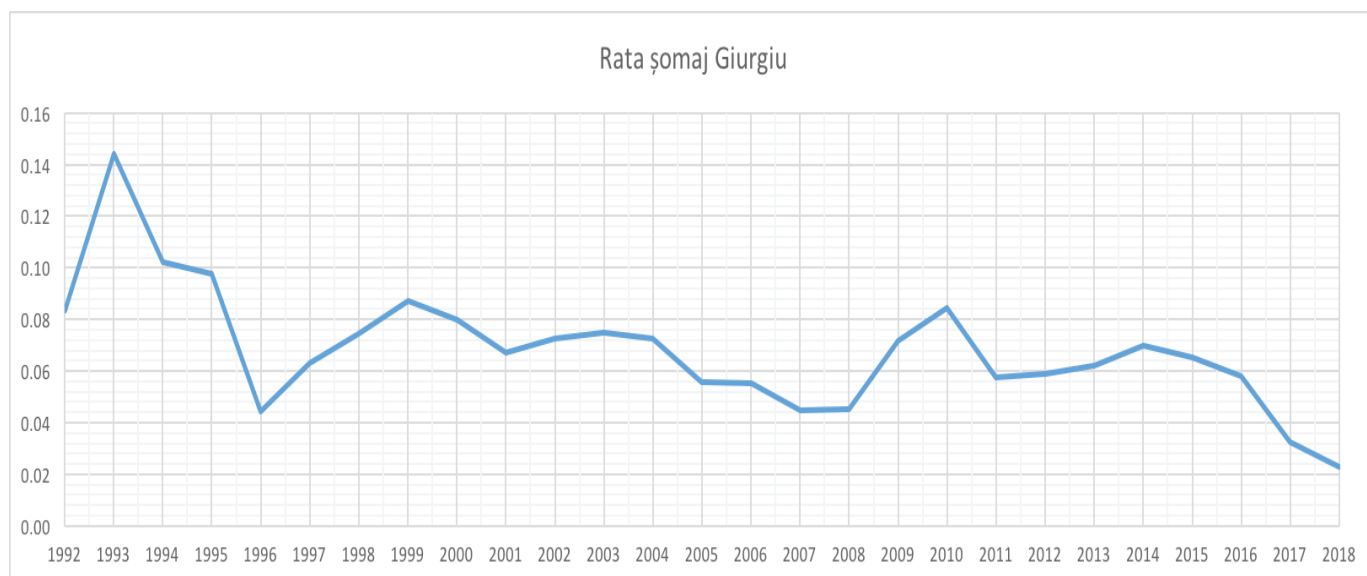
	1995	1996	1997	1998	1999	2000
Country	7648,9	11384,2	25529,8	37055,1	55191,4	80984,6
Giurgiu	68,6	96,5	229,6	338,8	460,6	586,8

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	117945,8	152017	197427,6	247368	288954,6	344650,6	416006,8	514700	530894,4	528247
Giurgiu	1011,3	1192,8	1418,9	2382,1	2132,9	2477,6	2647,1	3666,1	4001,2	5028,4

	2011	2012	2013	2014	2015	2016
Country	559244,8	593742,9	635459,4	668590,1	712587,8	765135,4
Giurgiu	4941,3	4976,3	4585,7	6029,9	6640,5	6963,3



## Unemployment rate Giurgiu county



	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Giurgiu	0.08	0.14	0.10	0.10	0.04	0.06	0.07	0.09	0.08	0.08

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Giurgiu	0.07	0.07	0.07	0.07	0.06	0.06	0.04	0.05	0.07	0.08

	2011	2012	2013	2014	2015	2016	2017	2018
Giurgiu	0.06	0.06	0.06	0.07	0.07	0.06	0.03	0.02

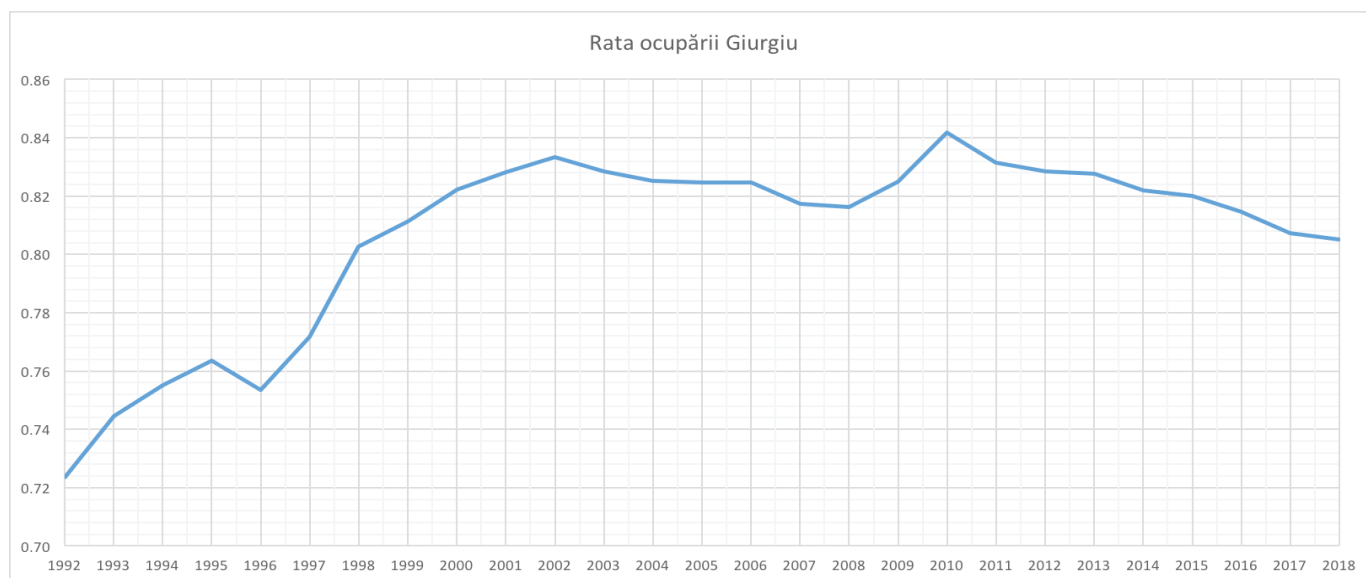


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## Employment rate Giurgiu county



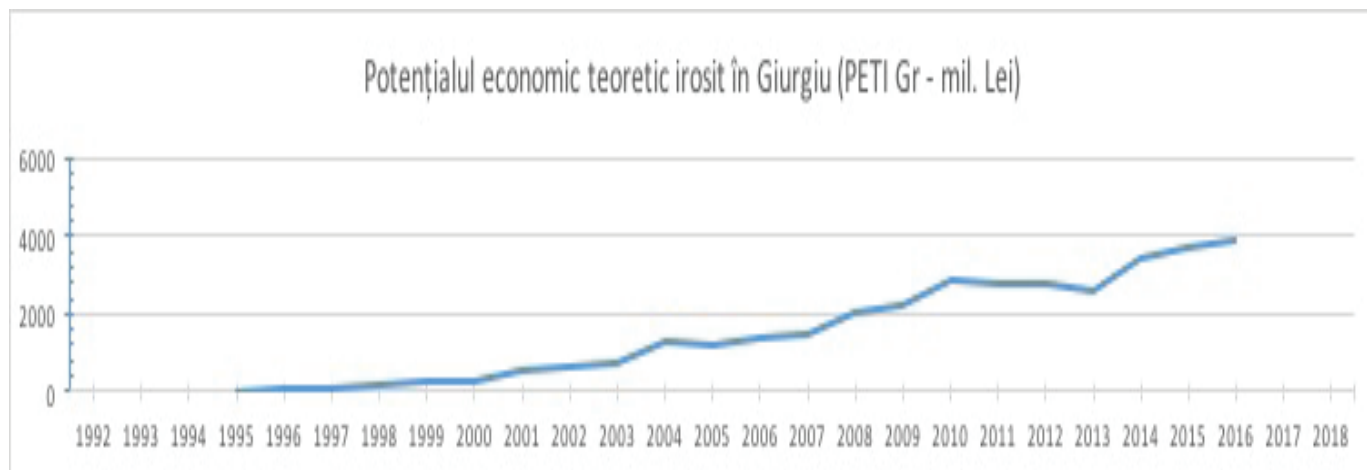
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Giurgiu	0.72	0.74	0.76	0.76	0.75	0.77	0.80	0.81	0.82	0.72

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Giurgiu	0.83	0.83	0.83	0.83	0.82	0.82	0.82	0.82	0.83	0.84

	2011	2012	2013	2014	2015	2016	2017	2018
Giurgiu	0.83	0.83	0.83	0.82	0.82	0.81	0.81	0.81



## The theoretical economic potential wasted Giurgiu county - millions lei



	1995	1996	1997	1998	1999	2000
Giurgiu	34,2	47,4	115,3	175,9	241,0	311,5

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Giurgiu	541,2	645,7	768,1	1291,9	1163,3	1350,4	1436,8	1999,3	2218,6	2854,8

	2011	2012	2013	2014	2015	2016
Giurgiu	2786,6	2808,9	2591,9	3390,5	3724,1	3871,3





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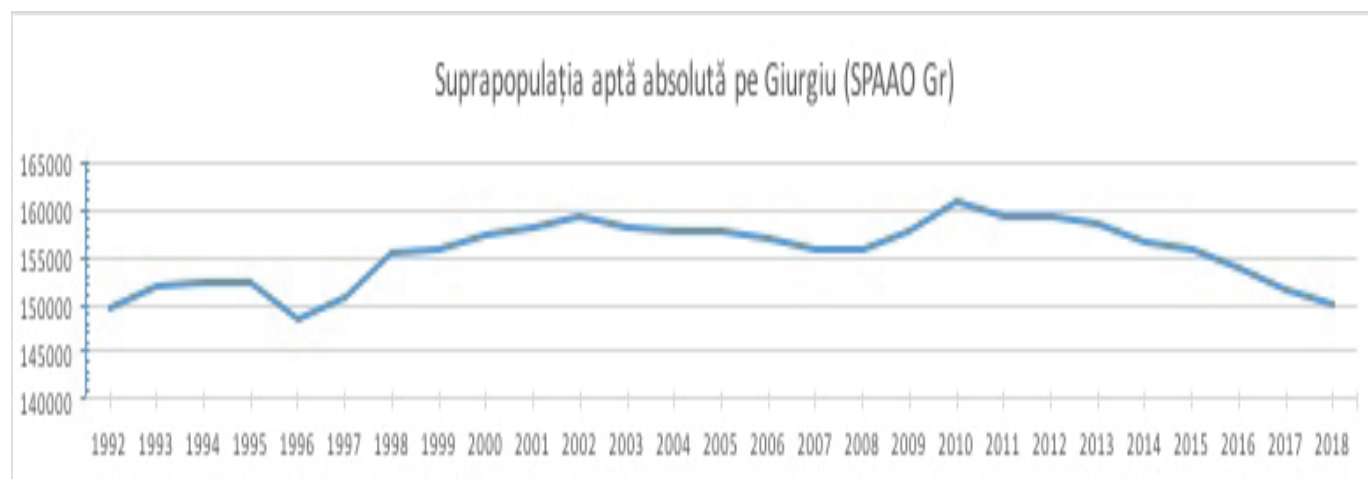


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## Absolute apt overpopulation Giurgiu county

Absolute apt overpopulation is given by the difference between the working age population and the number of employees.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Giurgiu	151788	152157	152149	148653	150935	155342	155610	157364	149609

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Giurgiu	158247	159122	158149	157577	157716	156844	155596	155825	157788	160954

	2011	2012	2013	2014	2015	2016	2017	2018
Giurgiu	159329	159101	158322	156669	155649	153717	151497	150117



## Integrated statistics of Giurgiu county (1992-2018)

	1992	1993	1994	1995	1996	1997	1998	1999	2000
T.P. Teleorman	491222	487330	483985	479907	476128	471761	468389	464516	461903
U.P. Teleorman	167298	167916	167772	167639	166620	166222	165476	164480	163064
R.P. Teleorman	323924	319414	316213	312268	309508	305539	302913	300036	298839
W.A.P. Tr (x1000)	269.3	278.3	261.5	256	265.7	263.2	259.2	256.6	252.8
A.P. Tr (x1000)	227.3	231.9	232	217.2	212.6	207.8	206.7	212.1	211.5
Employed Tr	101732	96018	89328	87434	87034	74808	73003	71011	64837
Unemployed Tr	15653	21594	23128	21695	13534	17122	17318	19297	18964
GDP Tr (x1000 lei)				130.7	189.4	445	557.9	908.6	1141.4
GDP/person Gr (Lei)				272	398	943	1191	1956	2471
Unemployment rate Teleorman	0.07	0.09	0.10	0.10	0.06	0.08	0.08	0.09	0.09
Employment rate Teleorman	0.62	0.65	0.66	0.66	0.67	0.72	0.72	0.72	0.74
SPAAO Tr	167568	182282	172172	168566	178666	188392	186197	185589	187963
PETI Tr (x1000 lei)			-	45.9	71.1	177.7	221.8	363.0	464.5



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
T.P. Teleorman	458171	453340	448358	443420	438675	433915	429743	425102	420932	416479
U.P. Teleorman	162033	160539	159370	157625	156747	155895	154474	152497	151576	150469
R.P. Teleorman	296138	292801	288988	285795	281928	278020	275269	272605	269356	266010
W.A.P. Tr (x1000)	255.5	248.2	249.5	251	249.9	246.9	243.7	241.3	242.5	244
A.P. Tr (x1000)	202.3	193.7	187.3	172.7	174.9	172	171.4	168.5	173.1	171.3
Employed Tr	61047	60803	58746	55910	55521	56542	58669	57414	53562	49740
Unemployed Tr	15611	19668	19343	13860	15504	14269	12552	13702	19976	18624
GDP Tr (x1000 lei)	1850.2	2080.5	2450.2	3212.1	3402.1	3847	4796.4	5933.5	5963.3	5551.9
GDP/person Gr (Lei)	4038	4589	5465	7244	7755	8866	11161	13958	14167	13331
Unemployment rate Teleorman	0.08	0.10	0.10	0.08	0.09	0.08	0.07	0.08	0.12	0.11
Employment rate Teleorman	0.76	0.76	0.76	0.78	0.78	0.77	0.76	0.76	0.78	0.80
SPAAO Tr	194453	187397	190754	195090	194379	190358	185031	183886	188938	194260
PETI Tr (x1000 lei)	785.2	860.0	1042.4	1413.2	1507.5	1687.7	2065.1	2566.6	2676.7	2589.6

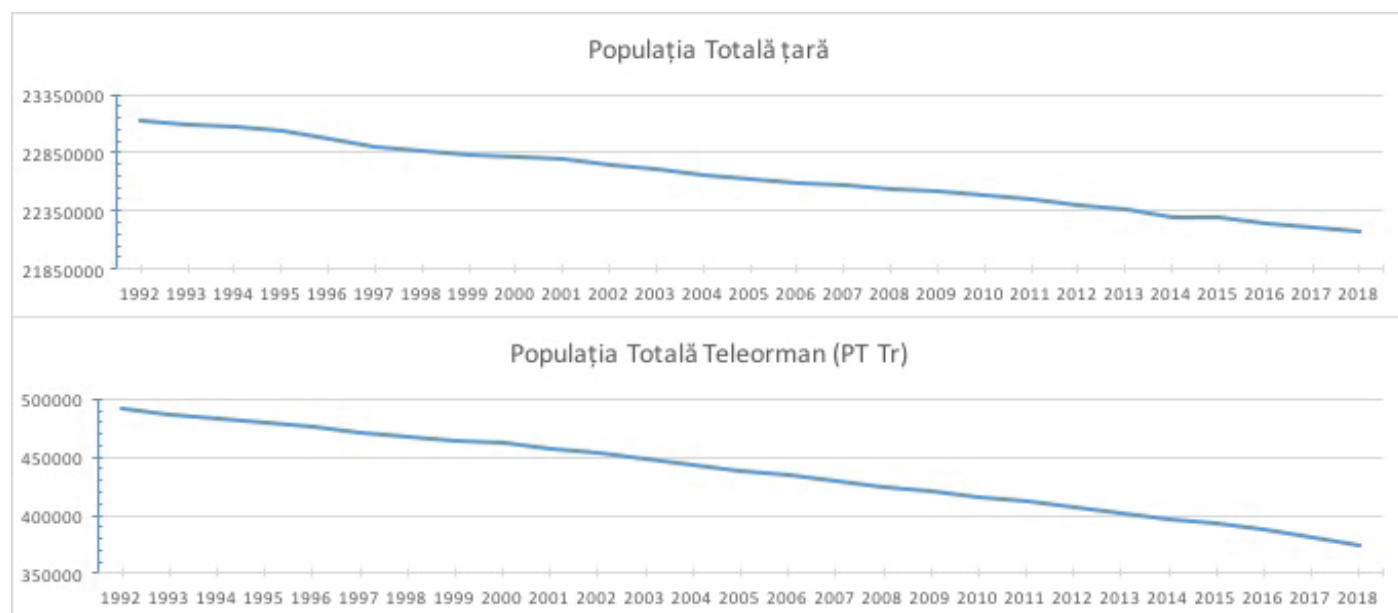


	2011	2012	2013	2014	2015	2016	2017	2018
T.P. Teleorman	411566	406713	401807	396522	392291	387255	381126	374887
U.P. Teleorman	148829	146952	145523	143928	142901	140970	138948	136825
R.P. Teleorman	262737	259761	256284	252594	249390	246285	242178	238062
W.A.P. Tr (x1000)	241.6	238.4	234.9	209.4	205.8	206.3	199.3	192.8
A.P. Tr (x1000)	167.8	175.1	173	169	159.2	148.7	147.3	143.6
Employed Tr	50798	53746	53752	54637	54734	56030	56792	56476
Unemployed Tr	15197	16839	18664	18888	18535	15999	14893	11201
GDP Tr (x1000 lei)	5481.9	6312.1	6646.6	6721.7	7047.1	7084.3		
GDP/person Gr (Lei)	13320	15520	16542	16952	17964	18294		
Unemployment rate Teleorman	0.09	0.10	0.11	0.11	0.12	0.11	0.10	0.08
Employment rate Teleorman	0.79	0.77	0.77	0.74	0.73	0.73	0.72	0.71
SPAAO Tr	190802	184654	181148	154763	151066	150270	142508	136324
PETI Tr (x1000 lei)	2541.4	2865.8	2996.5	2623.5	2713.7	2749.0		



## The total population in Teleorman county

The total population represents the number of persons with Romanian citizenship and domicile in the territory of Romania, delimited by administrative-territorial criteria. The person's domicile is the address at which he / she declares that he / she has the main residence, passed in the identity document (CI, BI), as is evidenced by the state administrative bodies. The data used to determine the population after home come from two types of data sources: 1. administrative sources Directorate for the Evidence of Persons and Database Administration 2. statistical sources - the results of exhaustive statistical research on birth and mortality, for the number of live births and of deaths occurring within the studied time interval (based, in turn, on administrative sources).



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	23126797	23098108	23078952	23033618	22962740	22903955	22864721	22825196	22809610
TR	491222	487330	483985	479907	476128	471761	468389	464516	461903

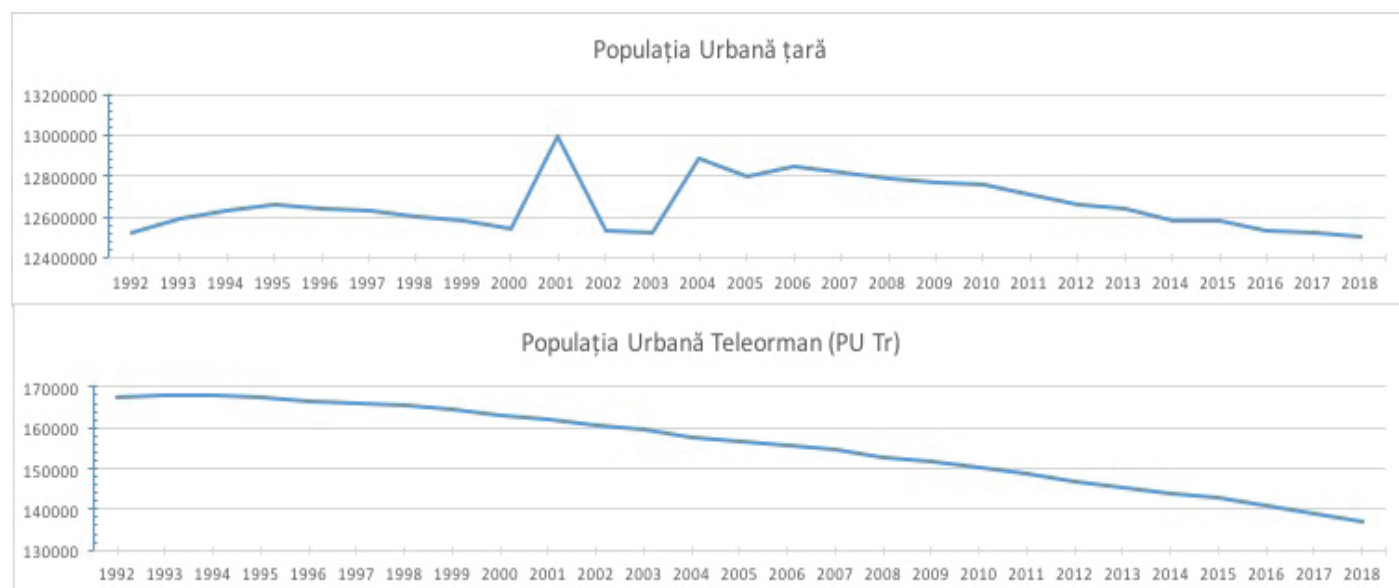
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	22791655	22748121	22702149	22656570	22621457	22594368	22562913	22542169	22520477	22492083
TR	458171	453340	448358	443420	438675	433915	429743	425102	420932	416479

	2011	2012	2013	2014	2015	2016	2017	2018
Country	22441740	22401865	22359849	22299730	22286392	22247551	22213586	22177605
TR	411566	406713	401807	396522	392291	387255	381126	374887



## Urban population in Teleorman county

The urban population represents the number of persons with Romanian citizenship and domicile on the territory of the cities, delimited by administrative-territorial criteria. The person's domicile is the address at which he / she declares that he / she has the main residence, passed in the identity document (CI, BI), as evidenced by the state administrative bodies. When determining the value of this indicator, the habitual residence, the period and / or the reason for the absence from home are not taken into account. The data used to determine the population after home come from two types of data sources: 1. administrative sources Directorate for the Evidence of Persons and Database Administration 2. statistical sources - the results of exhaustive statistical research on birth and mortality



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	12520744	12586652	12628516	12663778	12638739	12627122	12604799	12577938	12545748
TR	167298	167916	167772	167639	166620	166222	165476	164480	163064

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	12992814	12527897	12519505	12883229	12800505	12842563	12819220	12784017	12771046	12755009
TR	162033	160539	159370	157625	156747	155895	154474	152497	151576	150469

	2011	2012	2013	2014	2015	2016	2017	2018
Country	12709010	12662531	12636239	12584794	12579421	12534886	12518237	12506648
TR	148829	146952	145523	143928	142901	140970	138948	136825





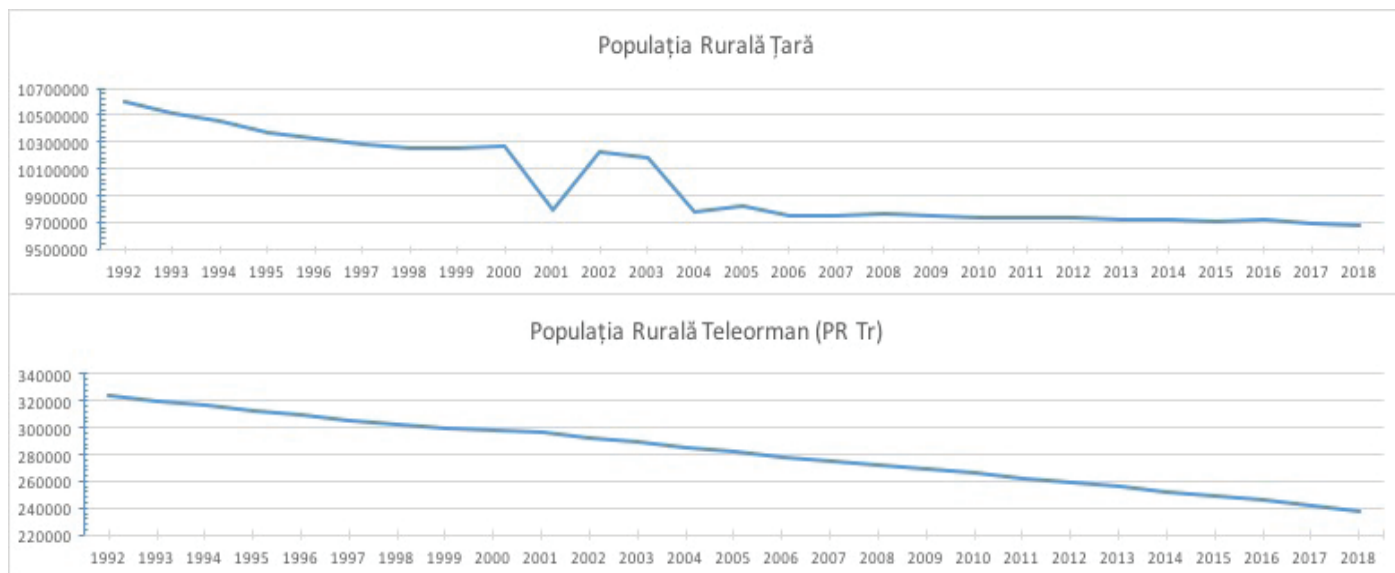
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## Rural population in Teleorman county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	10606053	10511456	10450436	10369840	10324001	10276833	10259922	10247258	10263862
TR	323924	319414	316213	312268	309508	305539	302913	300036	298839

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	9798841	10220224	10182644	9773341	9820952	9751805	9743693	9758152	9749431	9737074
TR	296138	292801	288988	285795	281928	278020	275269	272605	269356	266010

	2011	2012	2013	2014	2015	2016	2017	2018
Country	9732730	9739334	9723610	9714936	9706971	9712665	9695349	9670957
TR	262737	259761	256284	252594	249390	246285	242178	238062

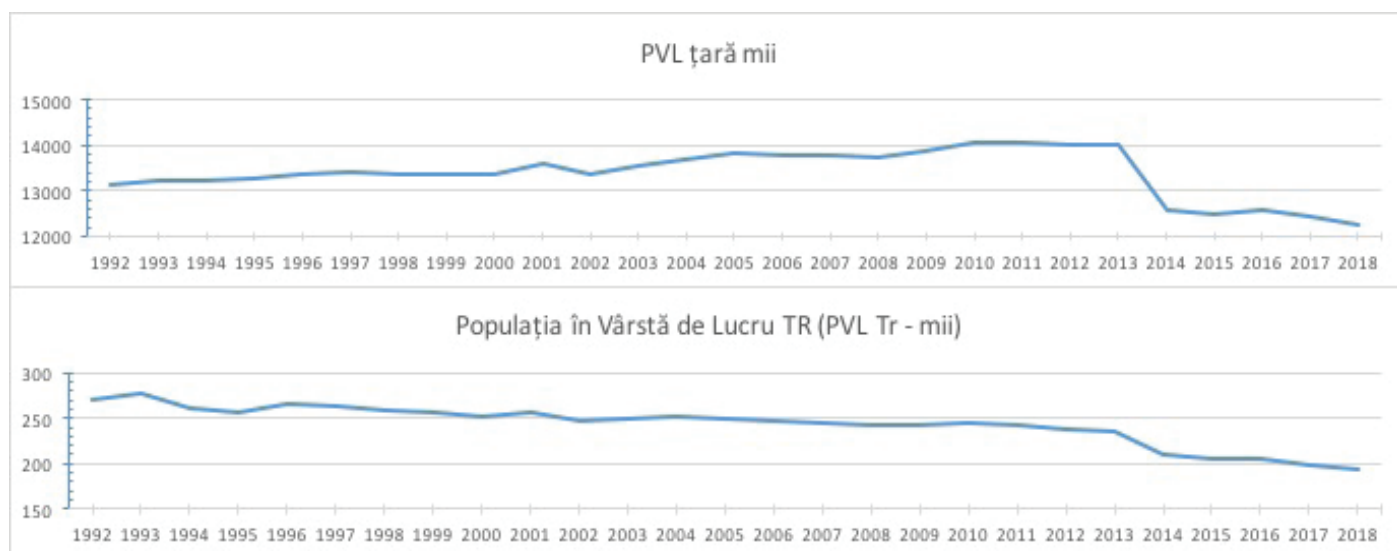
The data used to determine the population after home come from two types of data sources:

1. administrative sources Directorate for the Evidence of Persons and Database Administration
2. statistical sources - the results of exhaustive statistical research on birth and mortality



## Working age population in Teleorman county – thousand inhabitants

The working age population represents that category of population that has all the physical and intellectual capacities that allow it to perform useful work in one of the activities of the national economy. The working ages are: For the period 1990 - 2000: 16- 54 years for women. respectively 16-59 years for men; For the period 2001 - 2009: 16- 57 years for women. respectively 16- 62 years for men; 2010: 16- 58 years for women and 16-63 years for men; 2011-2015: 16-59 years for women. respectively 16-64 years for men; 2016: 16-60 years for women. respectively 16-65 years for men.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	13136.7	13228.2	13236.5	13275.5	13376.3	13398.2	13343.3	13370.9	13358.4
TR	269.3	278.3	261.5	256	265.7	263.2	259.2	256.6	252.8

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	13615.5	13342.6	13544	13701.9	13816.9	13801.6	13772.7	13747.4	13875.9	14047.6
TR	255.5	248.2	249.5	251	249.9	246.9	243.7	241.3	242.5	244

	2011	2012	2013	2014	2015	2016	2017	2018
Country	14047.7	14033.7	13997.9	12597.7	12481.1	12562	12432.5	12238.9
TR	241.6	238.4	234.9	209.4	205.8	206.3	199.3	192.8



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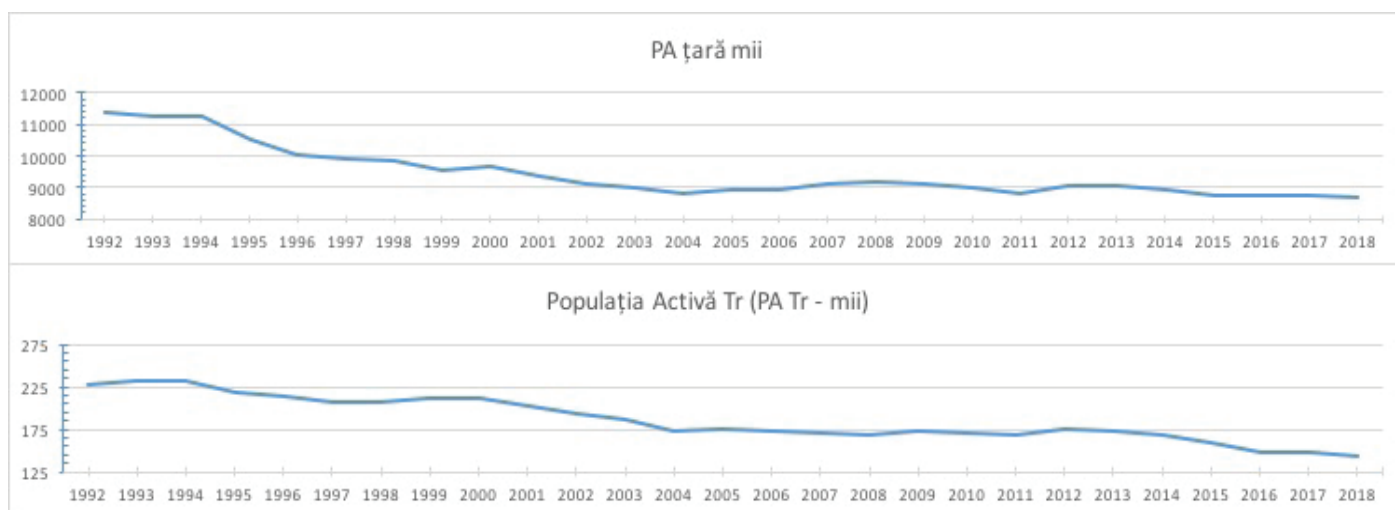


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## Active population in Teleorman county – thousand inhabitants

The active civilian population characterizes the potential supply of labor force and the degree of employment of the population comprising the civilian employed population and registered unemployed.



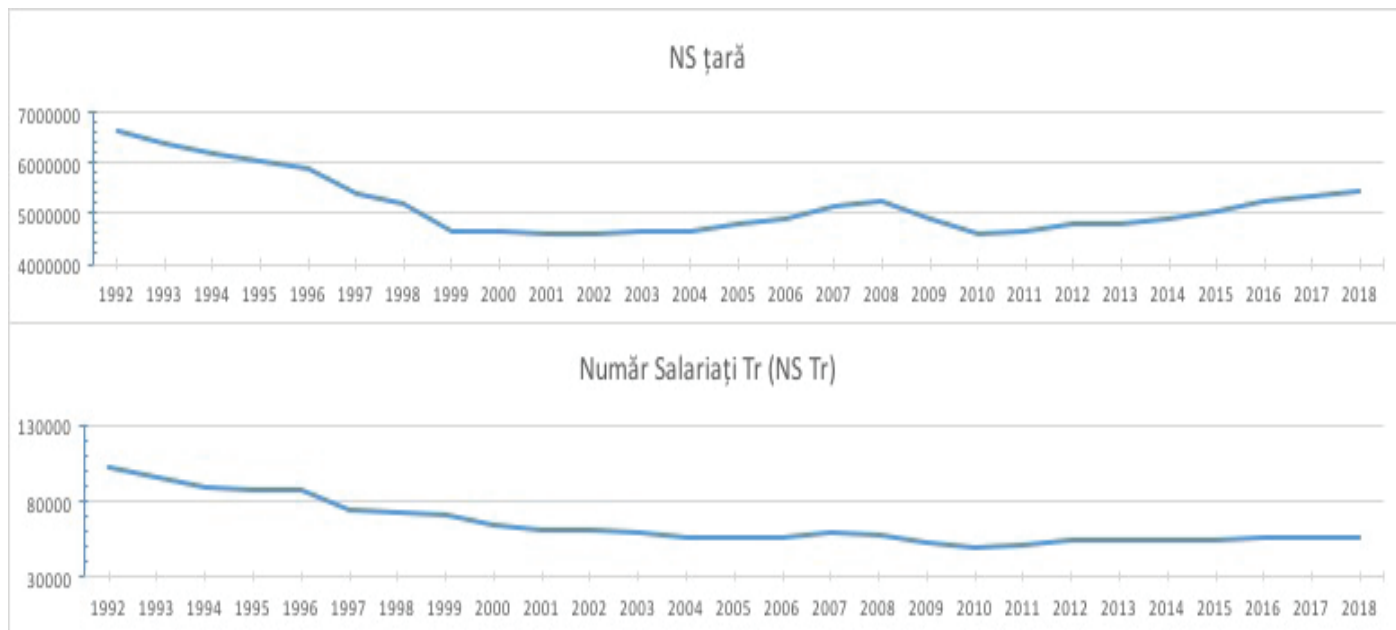
	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	11387	11226.7	11235.5	10491.4	10036.5	9904.1	9837.7	9549.9	9636.4
TR	227.3	231.9	232	217.2	212.6	207.8	206.7	212.1	211.5

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	9389.4	9089.6	8964.4	8796.2	8913.4	8929.8	9093.7	9150.4	9120.1	8998.3
TR	202.3	193.7	187.3	172.7	174.9	172	171.4	168.5	173.1	171.3

	2011	2012	2013	2014	2015	2016	2017	2018
Country	8826.5	9063.4	9042.9	8910	8776.8	8735.8	8717.9	8696.4
TR	167.8	175.1	173	169	159.2	148.7	147.3	143.6



## Number of employees in Teleorman county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	6627350	6385156	6200640	6047678	5893936	5399128	5181562	4658682	4646287
TR	101732	96018	89328	87434	87034	74808	73003	71011	64837

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	4613051	4614720	4655000	4652704	4790431	4910088	5162967	5232694	4879480	4580989
TR	61047	60803	58746	55910	55521	56542	58669	57414	53562	49740

	2011	2012	2013	2014	2015	2016	2017	2018
Country	4660461	4777152	4801104	4900684	5041186	5223767	5362346	5426272
TR	50798	53746	53752	54637	54734	56030	56792	56476



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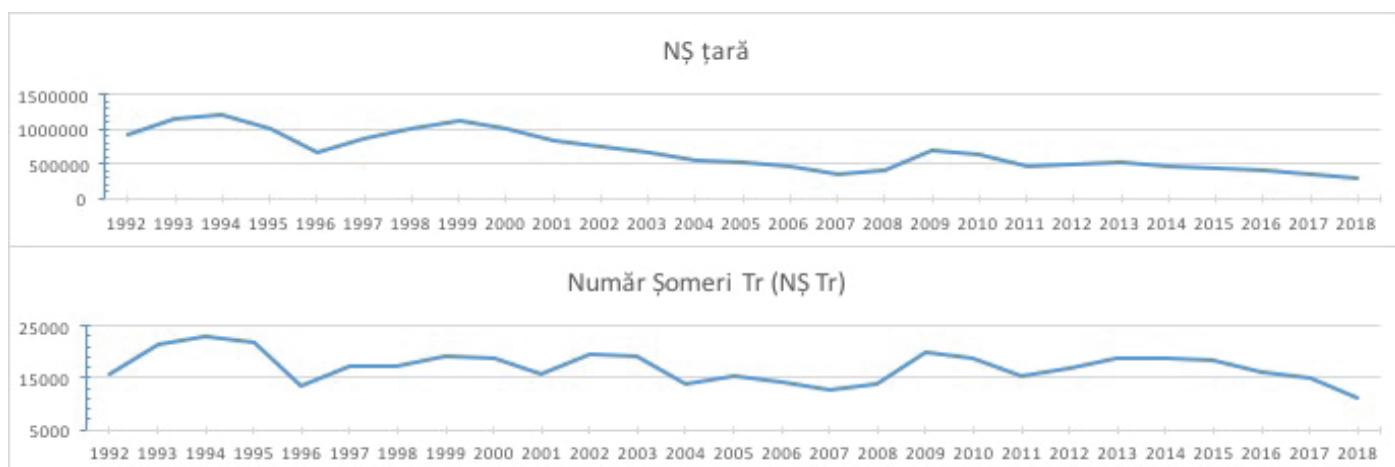


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## Number of unemployed in Teleorman county

Registered unemployed person is the person who cumulatively fulfills the following conditions: a) he is looking for a job from the age of at least 16 years and until he fulfills the conditions of retirement; b) the state of health and the physical and mental capacities make it suitable for the provision of work; c) does not have work place, does not make income or realizes from activities authorized according to the law, incomes lower than the value of the reference social indicator of unemployment insurance and stimulation of employment, in force; d) it is available to start work in the next period if there is a job; e) is registered with the National Agency for Employment.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Country	929019	1164705	1223925	998432	657564	881435	1025056	1130296	1007131
TR	15653	21594	23128	21695	13534	17122	17318	19297	18964

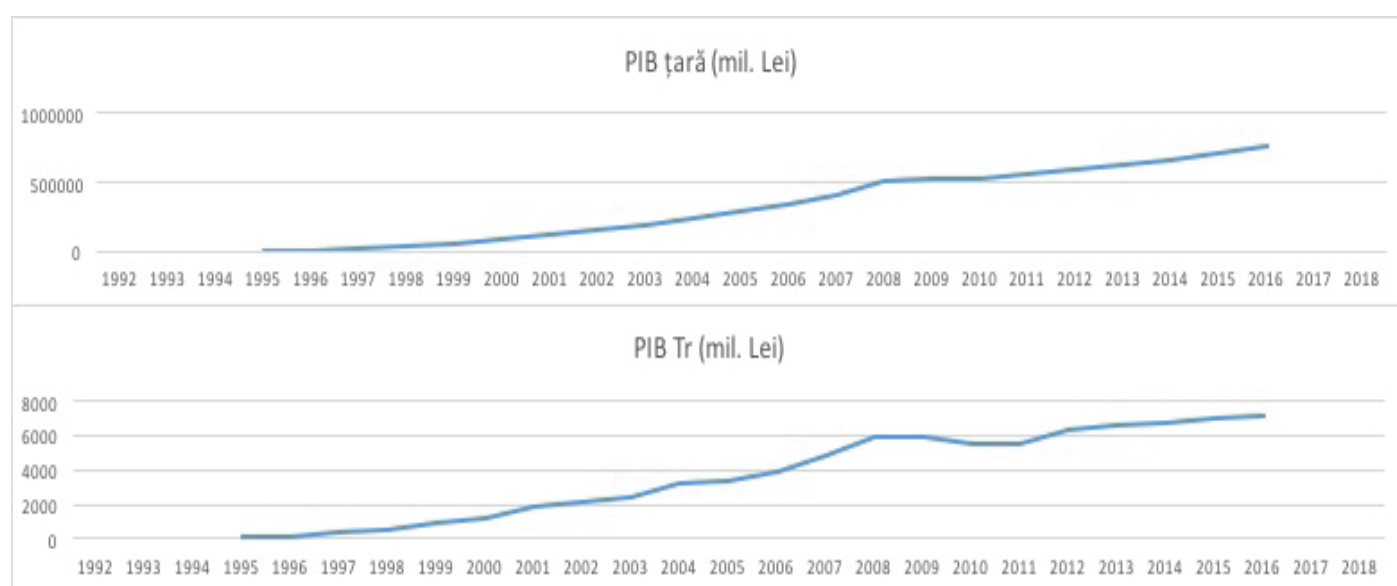
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	826932	760623	658891	557892	522967	460495	367838	403441	709383	626960
TR	15611	19668	19343	13860	15504	14269	12552	13702	19976	18624

	2011	2012	2013	2014	2015	2016	2017	2018
Country	461013	493775	512333	478338	436242	418237	351105	288896
TR	15197	16839	18664	18888	18535	15999	14893	11201



## Gross domestic product (GDP) Teleorman county - millions of lei

Gross domestic product (GDP) is equal to the sum of final uses of goods and services of resident institutional units (actual final consumption, gross fixed capital formation) plus exports minus imports of goods and services.



	1995	1996	1997	1998	1999	2000
Country	7648.9	11384.2	25529.8	37055.1	55191.4	80984.6
TR	130.7	189.4	445	557.9	908.6	1141.4

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Country	117945.8	152017	197427.6	247368	288954.6	344650.6	416006.8	514700	530894.4	528247
TR	1850.2	2080.5	2450.2	3212.1	3402.1	3847	4796.4	5933.5	5963.3	5551.9

	2011	2012	2013	2014	2015	2016
Country	559244.8	593742.9	635459.4	668590.1	712587.8	765135.4
TR	5481.9	6312.1	6646.6	6721.7	7047.1	7084.3





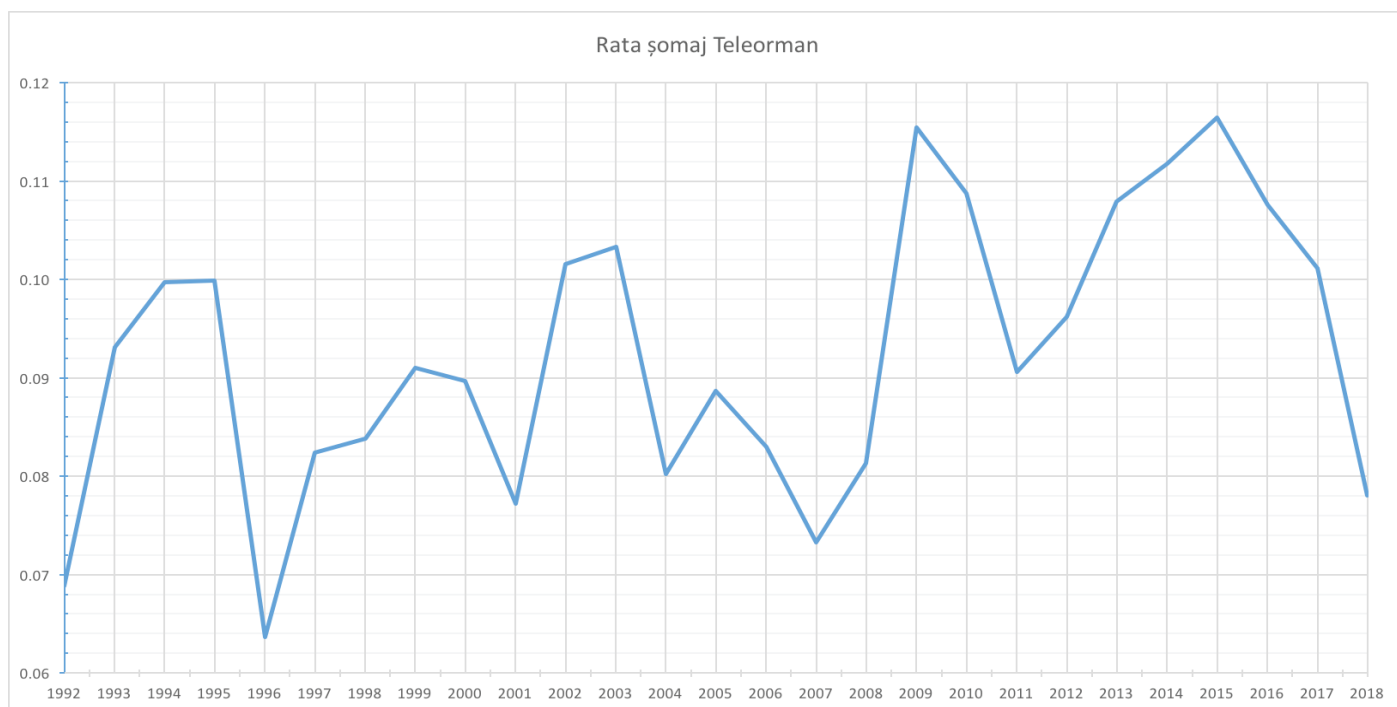
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## Unemployment rate Teleorman county



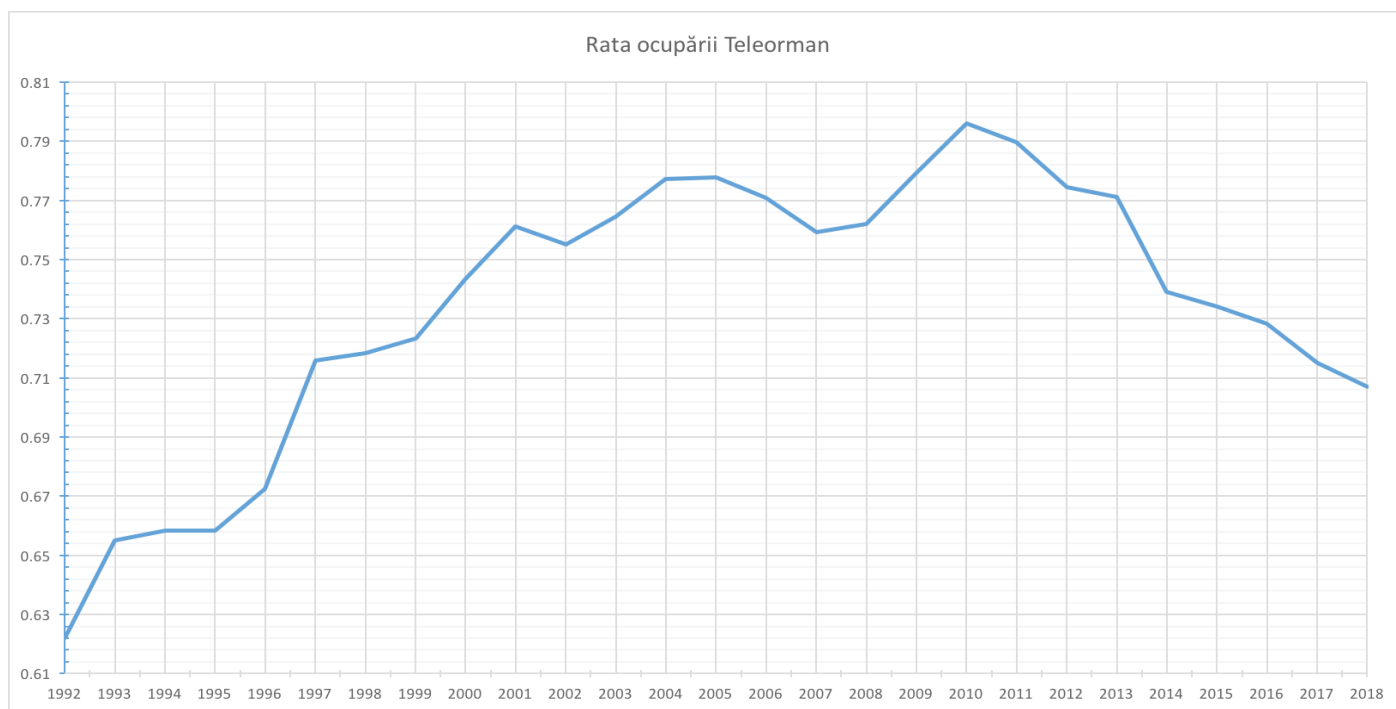
	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	0.07	0.09	0.10	0.10	0.06	0.08	0.08	0.09	0.09

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	0.08	0.10	0.10	0.08	0.09	0.08	0.07	0.08	0.12	0.11

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	0.09	0.10	0.11	0.11	0.12	0.11	0.10	0.08



## Employment rate Teleorman county



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	0.62	0.65	0.66	0.66	0.67	0.72	0.72	0.72	0.74

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	0.76	0.76	0.76	0.78	0.78	0.77	0.76	0.76	0.78	0.80

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	0.79	0.77	0.77	0.74	0.73	0.73	0.72	0.71



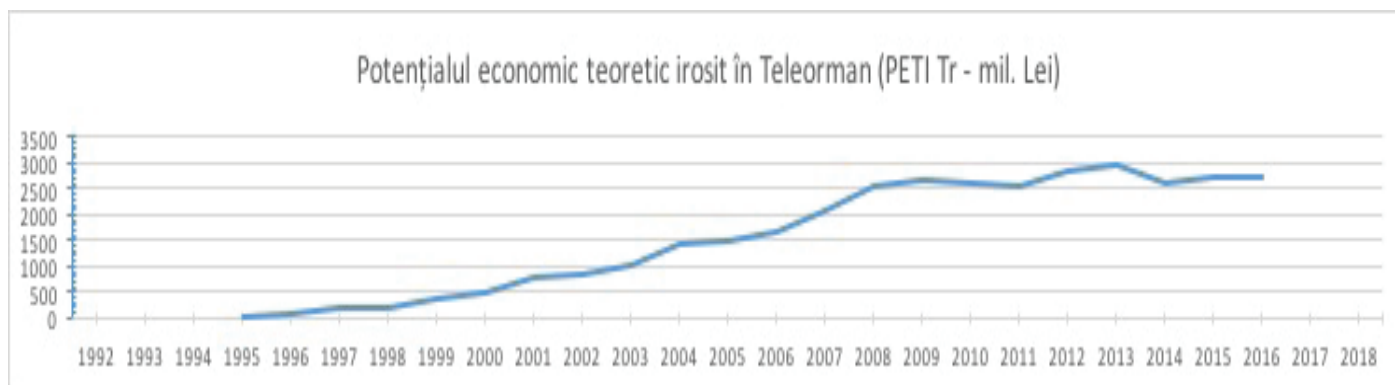
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## The theoretical economic potential wasted Teleorman county - millions lei



	1995	1996	1997	1998	1999	2000
Teleorman	45.9	71.1	177.7	221.8	363.0	464.5

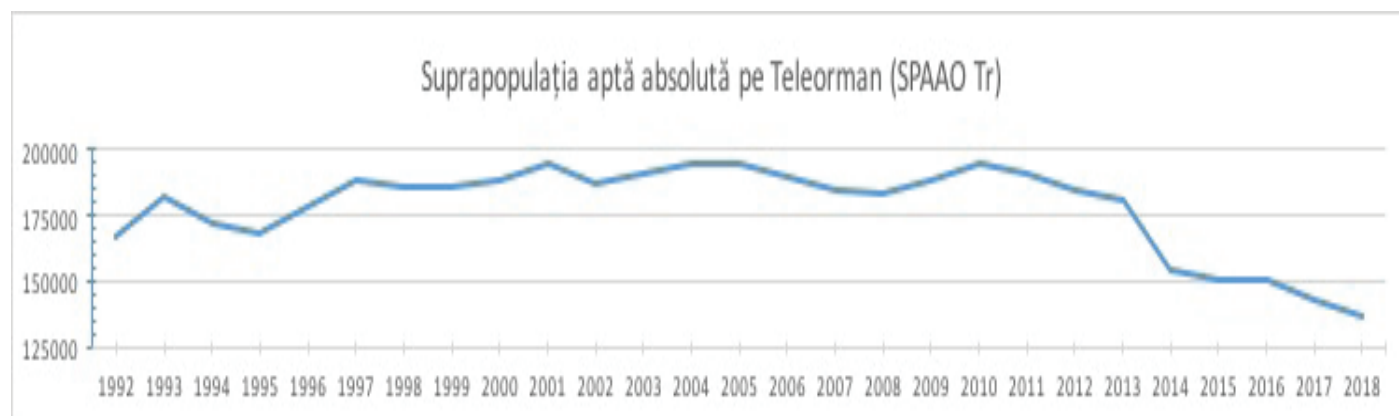
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	785.2	860.0	1042.4	1413.2	1507.5	1687.7	2065.1	2566.6	2676.7	2589.6

	2011	2012	2013	2014	2015	2016
Teleorman	2541.4	2865.8	2996.5	2623.5	2713.7	2749.0



## Absolute apt overpopulation Teleorman county

Absolute apt overpopulation is given by the difference between the working age population and the number of employees.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	167568	182282	172172	168566	178666	188392	186197	185589	187963

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	194453	187397	190754	195090	194379	190358	185031	183886	188938	194260

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	190802	184654	181148	154763	151066	150270	142508	136324



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## Emigration from Teleorman and Giurgiu counties between 1992 and 2018

	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	20	22	6	37	35	36	24	53	52
Giurgiu	34	29	27	37	73	61	42	68	102

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	24	16	25	15	17	27	21	15	22	28
Giurgiu	58	15	27	44	42	64	36	60	47	65

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	65	82	122	92	108	143	159	210
Giurgiu	191	304	328	229	266	403	379	450





## Elements of statistical analysis

### Integrated statistics of Roşiori de Vede municipality (1992-2018)

	1992	1993	1994	1995	1996	1997	1998	1999	2000
TP Teleorman	491222	487330	483985	479907	476128	471761	468389	464516	461903
Teleorman UP	167298	167916	167772	167639	166620	166222	165476	164480	163064
Roşiori de Vede pop.	39203	39232	39095	38963	38669	38573	38403	38206	38031
WAP Tr (x1000)	269.3	278.3	261.5	256	265.7	263.2	259.2	256.6	252.8
WAP Roşiori de Vede (x1000)	26.7	27.1	27.4	27.5	27.6	27.8	28.0	28.0	28.1
AP Tr (x1000)	227.3	231.9	232	217.2	212.6	207.8	206.7	212.1	211.5
AP Roşiori de Vede (x1000)									
Nr of Emp Tr (NE Tr)	101732	96018	89328	87434	87034	74808	73003	71011	64837
NE Roşiori de Vede	19436	17206	15948	15221	15853	14370	13505	13643	12452
Nr of Unemp. Tr (NU Tr)	15653	21594	23128	21695	13534	17122	17318	19297	18964
NU Roşiori de Vede									
GDP Tr (x1000 lei)				130.7	189.4	445	557.9	908.6	1141.4
GDP Roşiori de Vede (x1000 lei)				10.6	15.4	36.4	45.7	74.7	94.0
Tr unemployment rate	0.07	0.09	0.10	0.10	0.06	0.08	0.08	0.09	0.09
Roşiori de Vede unempl. rate									
Employment rate Teleorman	0.62	0.65	0.66	0.66	0.67	0.72	0.72	0.72	0.74
Employment rate Roşiori de Vede	0.27	0.37	0.42	0.45	0.43	0.48	0.52	0.51	0.56
SPAAO Tr	167568	182282	172172	168566	178666	188392	186197	185589	187963
SPAAO Roşiori de Vede	7264	9894	11452	12279	11747	13430	14495	14357	15648
PETI Tr (x1000 lei)				45.9	71.1	177.7	221.8	363.0	464.5
PETI Roşiori de Vede				3.3	4.7	12.7	17.3	28.1	38.7





	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TP Teleorman	458171	453340	448358	443420	438675	433915	429743	425102	420932	416479
Teleorman UP	162033	160539	159370	157625	156747	155895	154474	152497	151576	150469
Roşiori de Vede pop.	37819	37403	37206	36709	36415	36184	35765	35221	35000	34705
WAP Tr (x1000)	255.5	248.2	249.5	251	249.9	246.9	243.7	241.3	242.5	244
WAP Roşiori de Vede (x1000)	28.2	28.1	28.3	28.0	28.0	27.9	27.4	27.0	26.7	26.5
AP Tr (x1000)	202.3	193.7	187.3	172.7	174.9	172	171.4	168.5	173.1	171.3
AP Roşiori de Vede (x1000)										8.4
Nr of Emp Tr (NE Tr)	61047	60803	58746	55910	55521	56542	58669	57414	53562	49740
NE Roşiori de Vede	11399	11071	10666	10429	9656	8789	10035	9950	8244	7434
Nr of Unemp. Tr (NU Tr)	15611	19668	19343	13860	15504	14269	12552	13702	19976	18624
NU Roşiori de Vede										957
GDP Tr(x1000 lei)	1850.2	2080.5	2450.2	3212.1	3402.1	3847	4796.4	5933.5	5963.3	5551.9
GDP Roşiori de Vede (x1000 lei)	152.7	171.7	203.3	265.9	282.4	320.8	399.2	491.6	495.8	462.6
Tr unemployment rate	0.08	0.10	0.10	0.08	0.09	0.08	0.07	0.08	0.12	0.11
Roşiori de Vede unempl. rate										0.11
Employment rate Teleorman	0.76	0.76	0.76	0.78	0.78	0.77	0.76	0.76	0.78	0.80
Employment rate Roşiori de Vede	0.60	0.61	0.62	0.63	0.66	0.68	0.63	0.63	0.69	0.72
SPAAO Tr	194453	187397	190754	195090	194379	190358	185031	183886	188938	194260
SPAAO Roşiori de Vede	16801	17029	17634	17571	18344	19111	17365	17050	18456	19066
PETI Tr (x1000 lei)	785.2	860.0	1042.4	1413.2	1507.5	1687.7	2065.1	2566.6	2676.7	2589.6
PETI Roşiori de Vede	67.8	78.2	96.4	127.3	142.3	169.4	193.8	238.0	261.5	254.2
		2011	2012	2013	2014	2015	2016	2017	2018	



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TP Teleorman	411566	406713	401807	396522	392291	387255	381126	374887
Teleorman UP	148829	146952	145523	143928	142901	140970	138948	136825
Roșiori de Vede pop.	34363	33845	33521	33104	<b>32859</b>	<b>32414</b>	31850	31402
WAP Tr (x1000)	241.6	238.4	234.9	209.4	205.8	206.3	199.3	192.8
WAP Roșiori de Vede (x1000)	26.1	25.7	25.5	25.1	25.0	24.6	24.1	23.6
AP Tr (x1000)	167.8	175.1	173	169	159.2	148.7	147.3	143.6
AP Roșiori de Vede (x1000)	7.8	8.0	8.1	8.2	8.1	7.2	7.0	7.0
Nr of Emp Tr (NE Tr)	50798	53746	53752	54637	54734	56030	56792	56476
NE Roșiori de Vede	7093	7314	7418	7475	7460	6568	6347	6478
Nr of Unemp. Tr (NU Tr)	15197	16839	18664	18888	18535	15999	14893	11201
NU Roșiori de Vede	712	671	725	738	656	649	603	527
GDP Tr (x1000 lei)	5481.9	6312.1	6646.6	6721.7	7047.1	7084.3		
GDP Roșiori de Vede (x1000 lei)	457.7	525.3	554.5	561.2	590.3	593.0		
Tr unemployment rate	0.09	0.10	0.11	0.11	0.12	0.11	0.10	0.08
Roșiori de Vede unempl. rate	0.09	0.08	0.09	0.09	0.08	0.09	0.09	0.08
Employment rate Teleorman	0.79	0.77	0.77	0.74	0.73	0.73	0.72	0.71
Employment rate Roșiori de Vede	0.73	0.72	0.71	0.70	0.70	0.73	0.74	0.73
SPAAO Tr	190802	184654	181148	154763	151066	150270	142508	136324
SPAAO Roșiori de Vede	19007	18386	18082	17625	17540	18032	17753	17122
PETI Tr (x1000 lei)	2541.4	2865.8	2996.5	2623.5	2713.7	2749.0		
PETI Roșiori de Vede	253.2	285.3	299.1	298.8	315.1	329.9		



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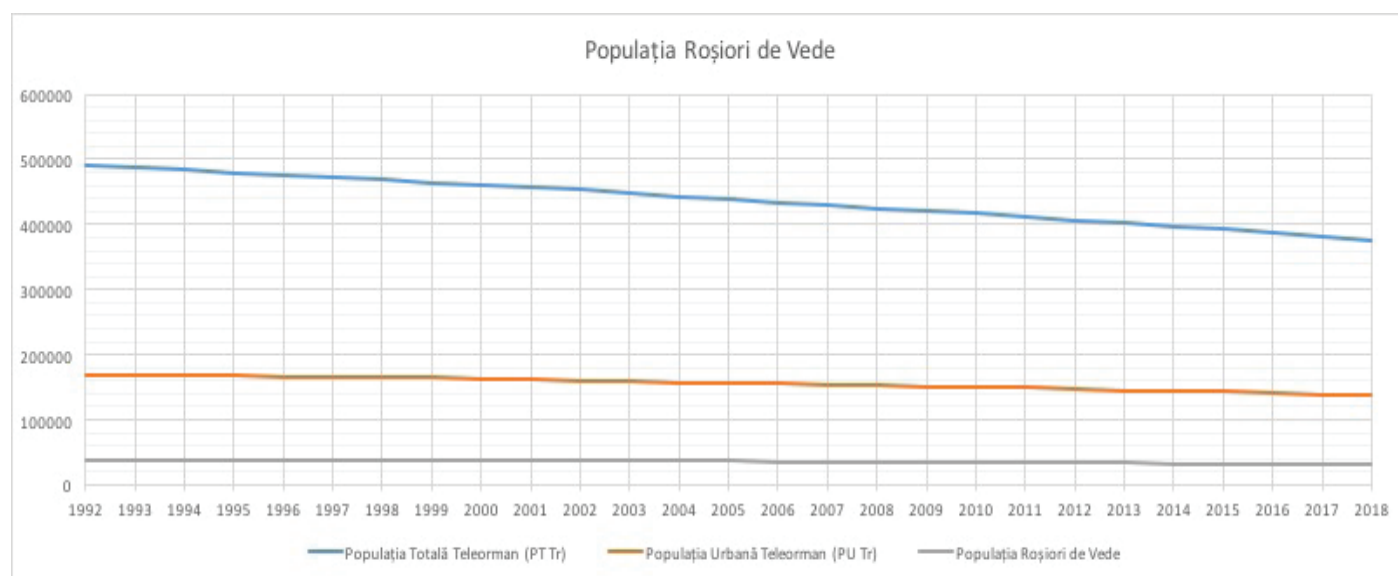


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## Population of Roșiori de Vede municipality

The population represents the number of persons with Romanian citizenship and domicile on the territory of the municipality. The person's domicile is the address at which he / she declares that he / she has the main residence, passed in the identity document.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	491222	487330	483985	479907	476128	471761	468389	464516	461903
Urban TR	167298	167916	167772	167639	166620	166222	165476	164480	163064
Roșiori de Vede	39203	39232	39095	38963	38669	38573	38403	38206	38031

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	458171	453340	448358	443420	438675	433915	429743	425102	420932	416479
Urban TR	162033	160539	159370	157625	156747	155895	154474	152497	151576	150469
Roșiori de Vede	37819	37403	37206	36709	36415	36184	35765	35221	35000	34705

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	411566	406713	401807	396522	392291	387255	381126	374887
Urban TR	148829	146952	145523	143928	142901	140970	138948	136825
Roșiori de Vede	34363	33845	33521	33104	32859	32414	31850	31402

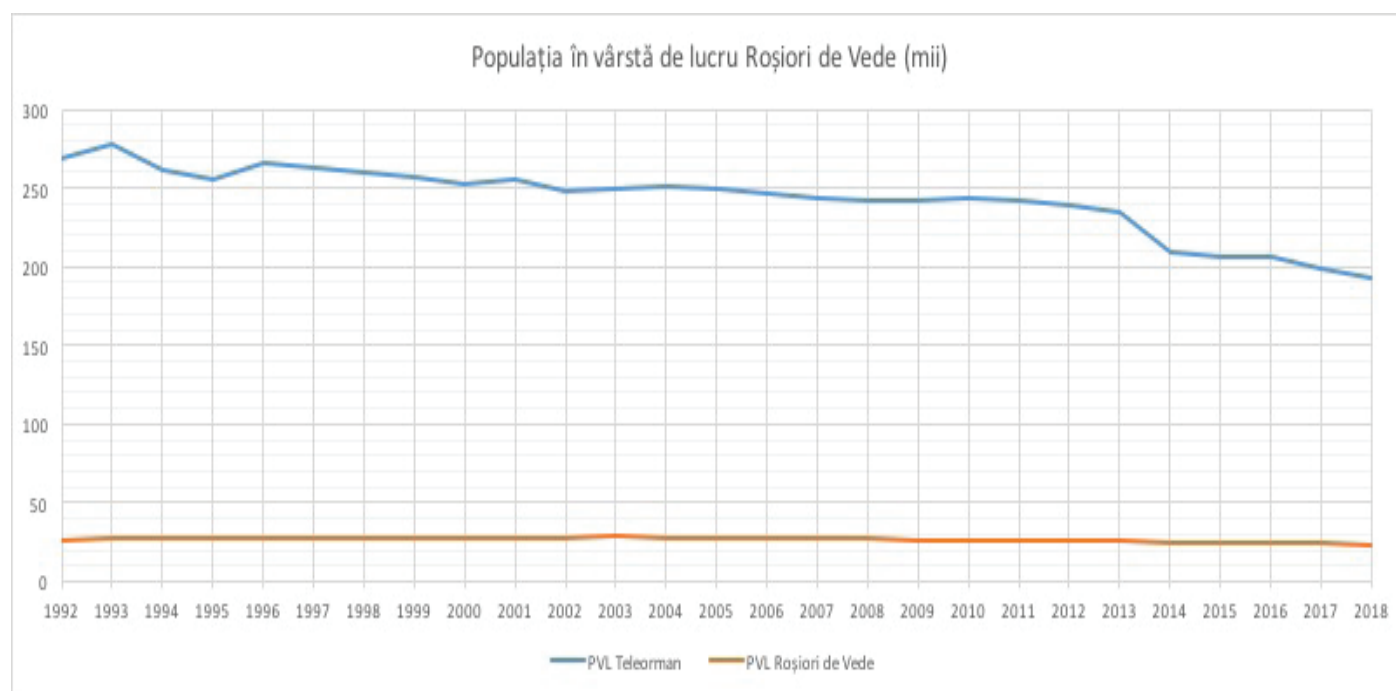
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## Working age population in Roșiori de Vede – thousand inhabitants

The working age population represents that category of population that has all the physical and intellectual capacities that allow it to perform useful work in one of the activities of the national economy. The working ages are: For the period 1990 - 2000: 16- 54 years for women. respectively 16-59 years for men; For the period 2001 - 2009: 16- 57 years for women. respectively 16- 62 years for men; 2010: 16-58 years for women and 16-63 years for men; 2011-2015: 16-59 years for women. respectively 16-64 years for men; 2016: 16-60 years for women. respectively 16-65 years for men.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	269.3	278.3	261.5	256	265.7	263.2	259.2	256.6	252.8
Roșiori de Vede	26.7	27.1	27.4	27.5	27.6	27.8	28.0	28.0	28.1

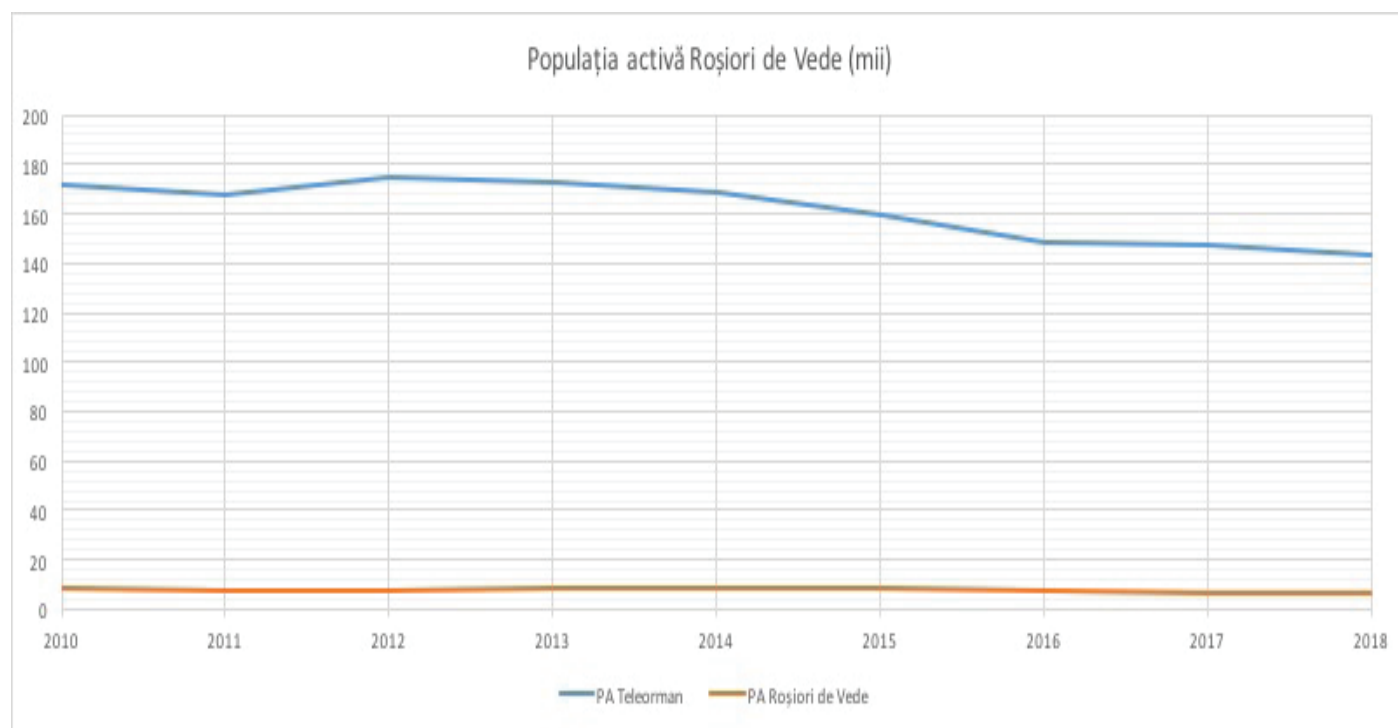
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	255.5	248.2	249.5	251	249.9	246.9	243.7	241.3	242.5	244
Roșiori de Vede	28.2	28.1	28.3	28.0	28.0	27.9	27.4	27.0	26.7	26.5

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	241.6	238.4	234.9	209.4	205.8	206.3	199.3	192.8
Roșiori de Vede	26.1	25.7	25.5	25.1	25.0	24.6	24.1	23.6



## Active population in Roșiori de Vede – thousand inhabitants

The active civilian population characterizes the potential supply of labor force and the degree of employment of the population comprising the civilian employed population and registered unemployed.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	227.3	231.9	232	217.2	212.6	207.8	206.7	212.1	211.5
Roșiori de Vede									

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	202.3	193.7	187.3	172.7	174.9	172	171.4	168.5	173.1	171.3
Roșiori de Vede										8.4

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	167.8	175.1	173	169	159.2	148.7	147.3	143.6
Roșiori de Vede	7.8	8.0	8.1	8.2	8.1	7.2	7.0	7.0

The data were approximated by summing the number of employees and the number of officially registered unemployed. The latter was only available for the period 2010 - 2018.



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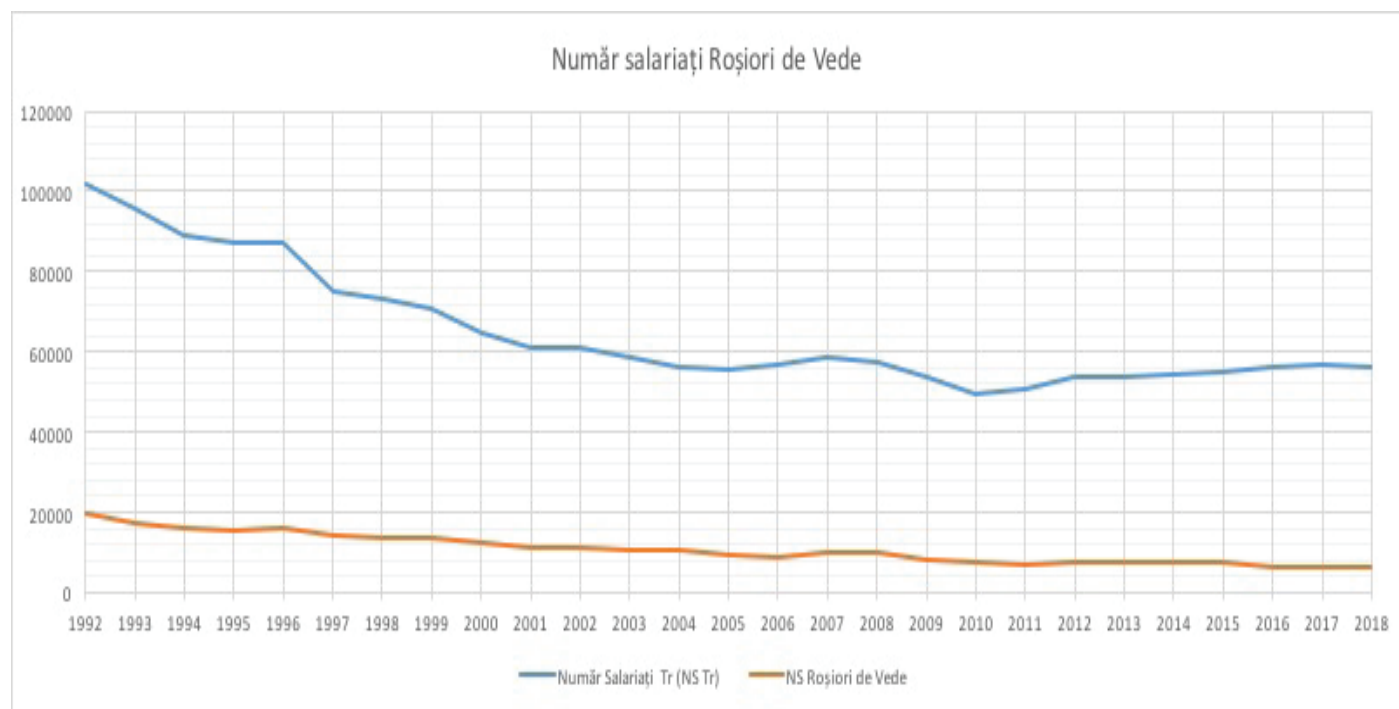
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## Number of employees in Roşiori de Vede



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	101732	96018	89328	87434	87034	74808	73003	71011	64837
Roşiori de Vede	19436	17206	15948	15221	15853	14370	13505	13643	12452

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	61047	60803	58746	55910	55521	56542	58669	57414	53562	49740
Roşiori de Vede	11399	11071	10666	10429	9656	8789	10035	9950	8244	7434

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	50798	53746	53752	54637	54734	56030	56792	56476
Roşiori de Vede	7093	7314	7418	7475	7460	6568	6347	6478





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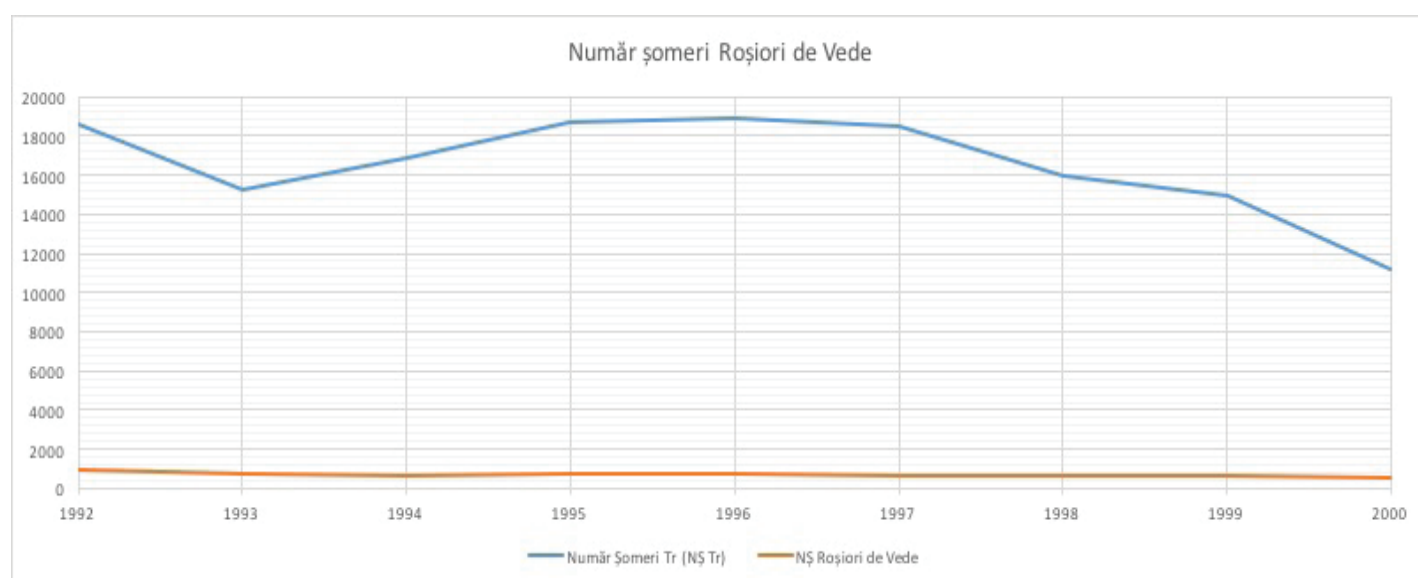


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## Number of employees in Roșiori de Vede

Registered unemployed person is the person who cumulatively fulfills the following conditions: a) he is looking for a job from the age of at least 16 years and until he fulfills the conditions of retirement; b) the state of health and the physical and mental capacities make it suitable for the provision of work; c) does not have work place, does not make income or realizes from activities authorized according to the law, incomes lower than the value of the reference social indicator of unemployment insurance and stimulation of employment, in force; d) it is available to start work in the next period if there is a job; e) is registered with the National Agency for Employment.



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	15653	21594	23128	21695	13534	17122	17318	19297	18964
Roșiori de Vede									

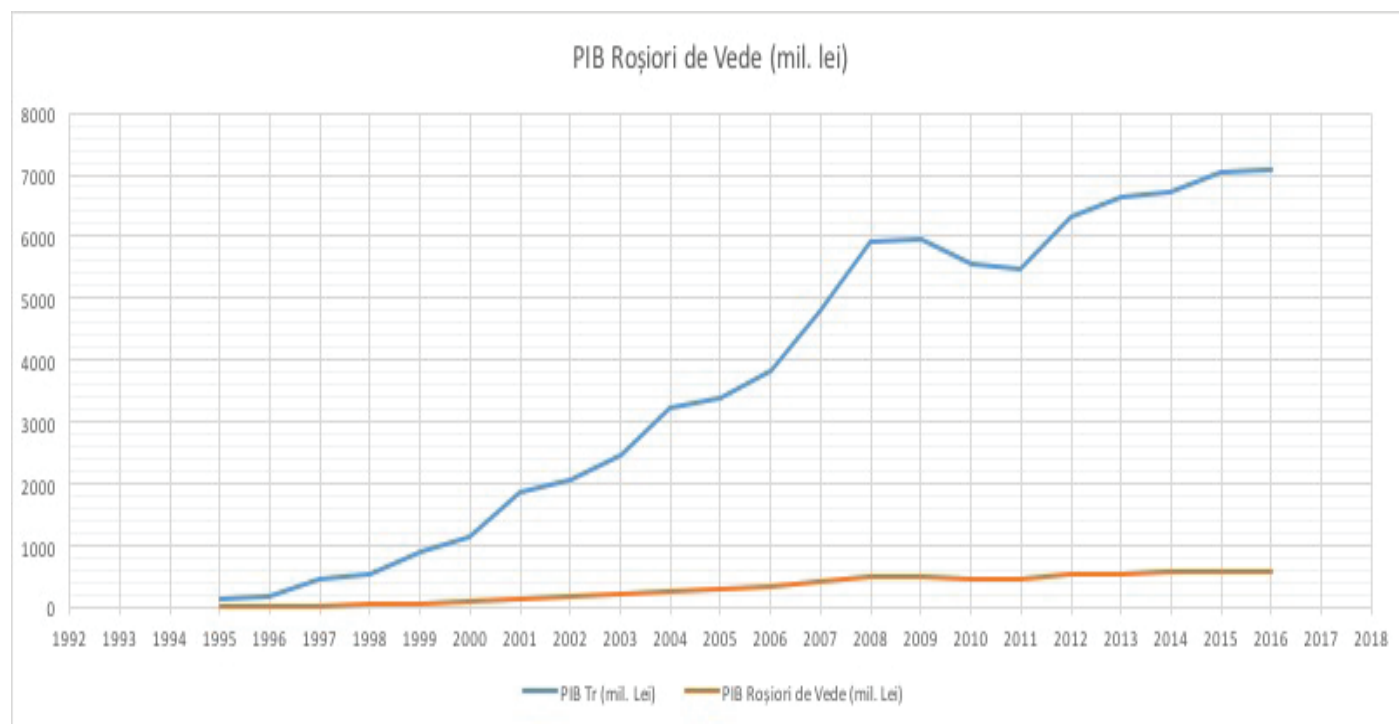
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	15611	19668	19343	13860	15504	14269	12552	13702	19976	18624
Roșiori de Vede										957

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	15197	16839	18664	18888	18535	15999	14893	11201
Roșiori de Vede	712	671	725	738	656	649	603	527



## Gross domestic product (GDP) Roşiori de Vede - millions of lei

Gross domestic product (GDP) is equal to the sum of final uses of goods and services of resident institutional units (actual final consumption, gross fixed capital formation) plus exports minus imports of goods and services.



	1995	1996	1997	1998	1999	2000
Teleorman	130.7	189.4	445	557.9	908.6	1141.4
Roşiori de Vede	10.6	15.4	36.4	45.7	74.7	94.0

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	1850.2	2080.5	2450.2	3212.1	3402.1	3847	4796.4	5933.5	5963.3	5551.9
Roşiori de Vede	152.7	171.7	203.3	265.9	282.4	320.8	399.2	491.6	495.8	462.6

	2011	2012	2013	2014	2015	2016
Teleorman	5481.9	6312.1	6646.6	6721.7	7047.1	7084.3
Roşiori de Vede	457.7	525.3	554.5	561.2	590.3	593.0

The GDP was calculated in proportion to the number of inhabitants of the municipality, compared to the county's GDP, having no official data available from the County Statistics Department.



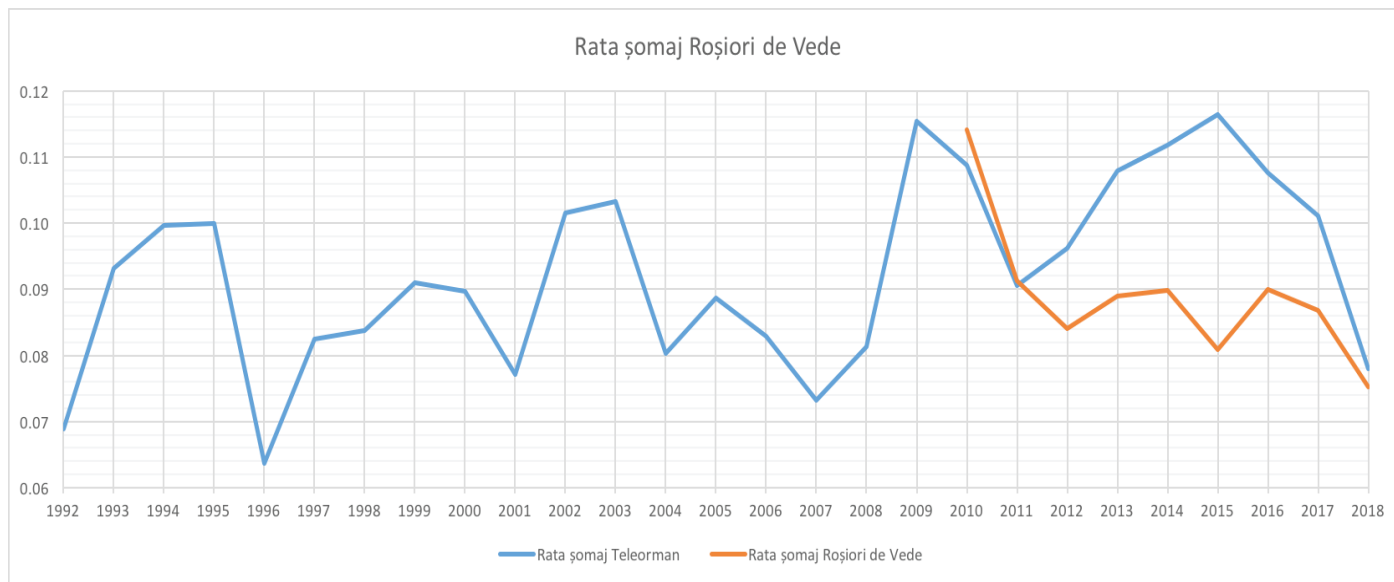
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## Unemployment rate Roşiori de Vede



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	0.07	0.09	0.10	0.10	0.06	0.08	0.08	0.09	0.09
Roşiori de Vede									

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	0.08	0.10	0.10	0.08	0.09	0.08	0.07	0.08	0.12	0.11
Roşiori de Vede										0.11

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	0.09	0.10	0.11	0.11	0.12	0.11	0.10	0.08
Roşiori de Vede	0.09	0.08	0.09	0.09	0.08	0.09	0.09	0.08



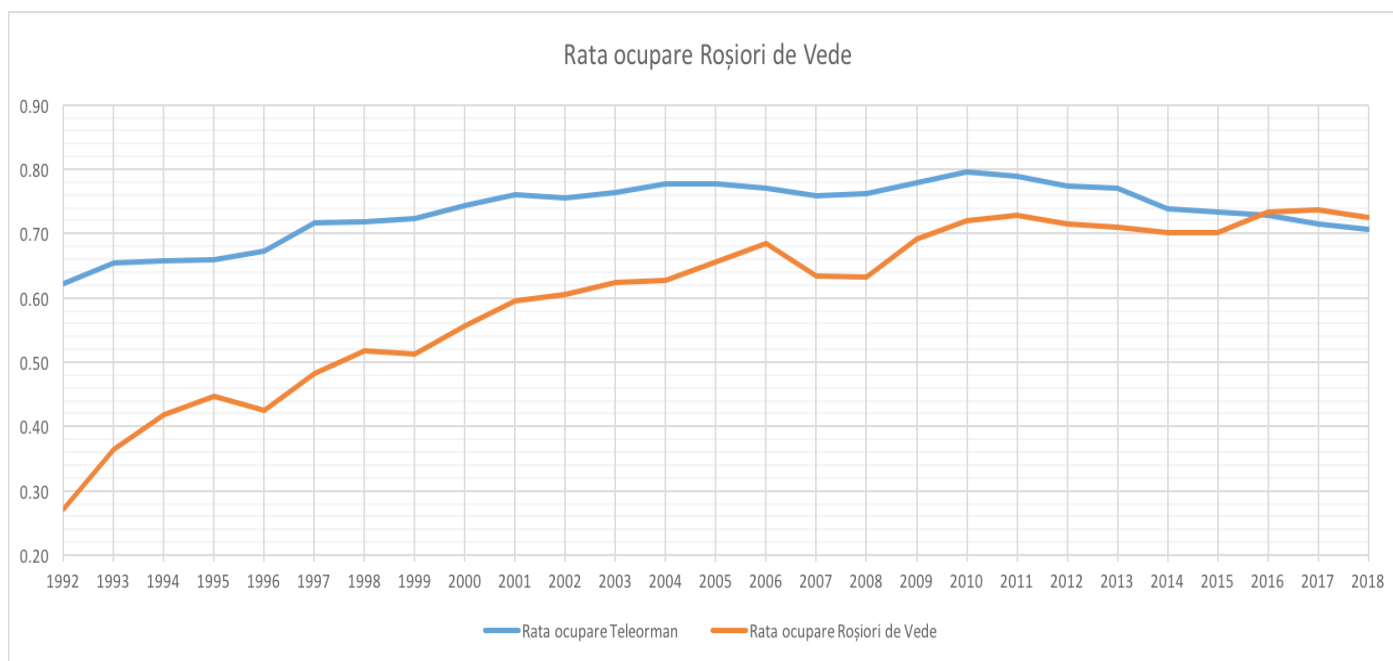
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## Occupation rate Roşiori de Vede



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	0.62	0.65	0.66	0.66	0.67	0.72	0.72	0.72	0.74
Roşiori de Vede	0.27	0.37	0.42	0.45	0.43	0.48	0.52	0.51	0.56

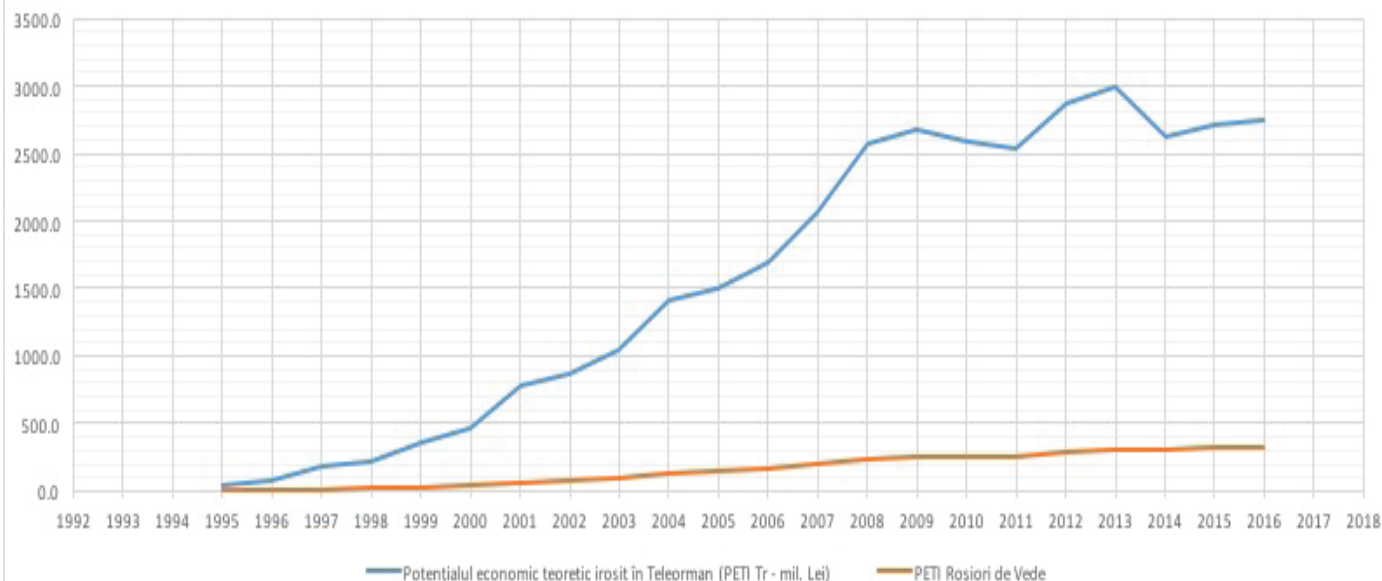
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	0.76	0.76	0.76	0.78	0.78	0.77	0.76	0.76	0.78	0.80
Roşiori de Vede	0.60	0.61	0.62	0.63	0.66	0.68	0.63	0.63	0.69	0.72

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	0.79	0.77	0.77	0.74	0.73	0.73	0.72	0.71
Roşiori de Vede	0.73	0.72	0.71	0.70	0.70	0.73	0.74	0.73



## The theoretical economic potential wasted of Roșiori de Vede - millions of lei

PETI Roșiori de Vede



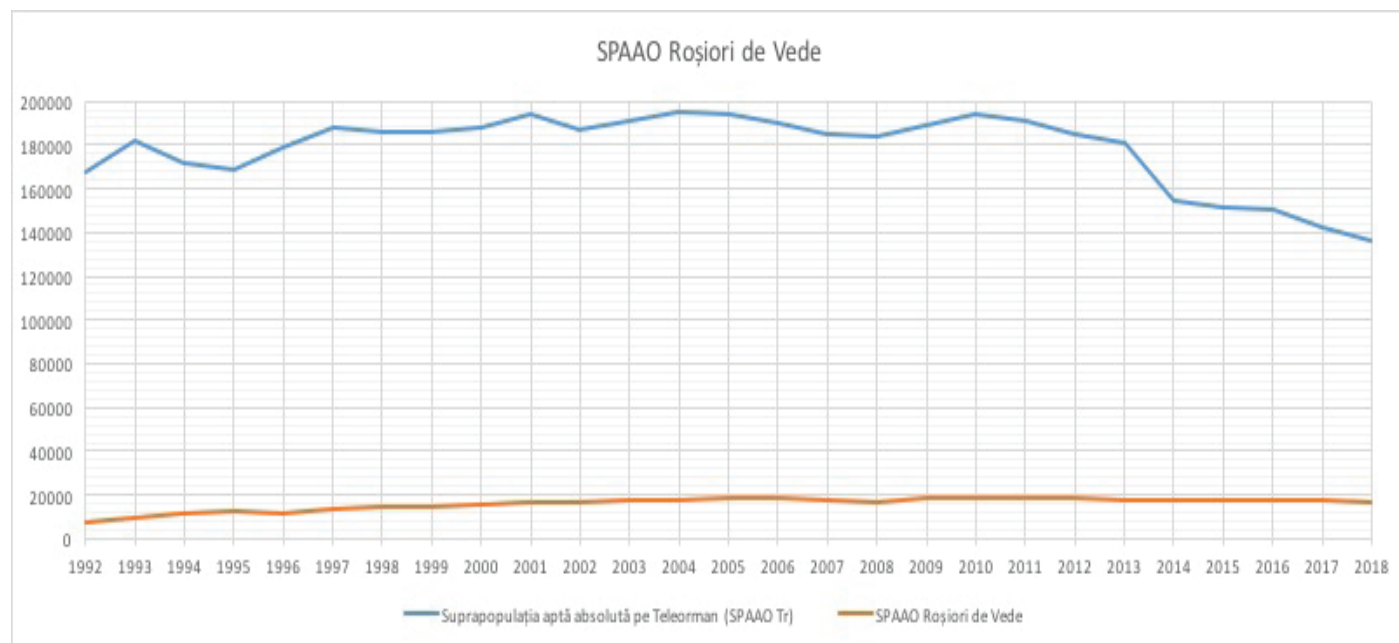
	1995	1996	1997	1998	1999	2000
Teleorman	45.9	71.1	177.7	221.8	363.0	464.5
Roșiori de Vede	3.3	4.7	12.7	17.3	28.1	38.7

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	785.2	860.0	1042.4	1413.2	1507.5	1687.7	2065.1	2566.6	2676.7	2589.6
Roșiori de Vede	67.8	78.2	96.4	127.3	142.3	169.4	193.8	238.0	261.5	254.2

	2011	2012	2013	2014	2015	2016
Teleorman	2541.4	2865.8	2996.5	2623.5	2713.7	2749.0
Roșiori de Vede	253.2	285.3	299.1	298.8	315.1	329.9



## Absolute apt overpopulation Roșiori de Vede



	1992	1993	1994	1995	1996	1997	1998	1999	2000
Teleorman	167568	182282	172172	168566	178666	188392	186197	185589	187963
Roșiori de Vede	7264	9894	11452	12279	11747	13430	14495	14357	15648

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Teleorman	194453	187397	190754	195090	194379	190358	185031	183886	188938	194260
Roșiori de Vede	16801	17029	17634	17571	18344	19111	17365	17050	18456	19066

	2011	2012	2013	2014	2015	2016	2017	2018
Teleorman	190802	184654	181148	154763	151066	150270	142508	136324
Roșiori de Vede	19007	18386	18082	17625	17540	18032	17753	17122





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**Unemployment (SPAA R.V / 2018) = 17,122 people. It is in a downward evolution in the last seven years, since 2012, with 1,264 people, but given that the total population of the city decreased by 2,443 people (from 33,845 people / 2012 to 31,402 people / 2018) and the population in working age decreased by 2,100 people (from 25,700 people in 2012 to 23,600 people in 2018).**



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## The necessary entrepreneurial tools

### Introduction

Of course, in the overall approach to the problem, all its facets must be taken into account. In medicine, for example, hospitals and pharmacies are extremely important, but the patient himself must be taken into account. One can ask, in our case, the problem of the analysis of the disease, that is, of unemployment, to see, the analysis of the problem, which problem, then, is treated in one way, by creating new jobs, and the main drug acting here it's called, generically, entrepreneurship. As seen in the analysis of previous chapters, the problem is much more serious than it seems at first glance, even in official statistics, and is very old. So knowing the problem, we must also design the solution. Of course, in contemporary society the notion of entrepreneurship can have many values. Ultimately, an office manager also needs to be a good entrepreneur in his business, as well as a hospital manager, a director of financial administration, head of the sanitation team, fire department. And here are employees, employees, people. Here, too, things must be hired, organized in order to develop the activity creatively, to obtain results, etc. But the general, historical context of economic evolutions, first of all, which later generates social and cultural evolutions, can be synthesized through the continuous evolution of the innovation-entrepreneurship binomial. Basically, someone, sometimes even the entrepreneur, has to discover something, and another character, the entrepreneur, to believe in this discovery, innovation, etc. And to engage in work, in the struggle, the activity of putting it into practice. Although it may not seem easy to accept, this idea is the basic matrix of human evolution. It always took an



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entrepreneur for a visionary to put his ideas into practice, even if sometimes that entrepreneur managed to be the innovative visionary himself.

In January 1990, immediately after the Revolution, back from vacation, in the first year of the Faculty of Statistical Cybernetics and Economic Informatics at ASE, I was very impressed by my personal change, by the way 10 minutes of TV, *Brothers, we won* they had shifted, from an economic-scientific point of view, from assessments such as the *Anarchic arbitrariness of commodity production*, of Marxist origin, to the almost urgent need to take the new course in political economy at a University of Washington on which Professor NN Constantinescu, the most important professor of Marxist economics, had proposed it to us, and moreover, I wanted to meet a capitalist, a patron, who would soon appear.

I managed to meet more people, I had been hired as a collaborator at a printing factory, and I had to go to companies to sell them their participation in a commercial guide of Bucharest, which they did.

In a short time, I worked (collaborated on a sales commission) with five companies and worked, sold prints, cable television, Xerox copiers, advertising and general merchandise (Alfa TVs in Chisinau, marble and granite from the USSR, honey and fruits for export, from Vâlcea County) and of course I had long ago, personally, the problem of setting up my own company. So I was firmly oriented towards entrepreneurship. I was in the II-III years of college and the only obstacles that stood in my way were of a PSYCHOLOGICAL nature, 3 (three):

1) - **what to produce**, as products, services and which have not been made before.

2) - **why customers buy from me**, when until now they took from elsewhere.





Why would they buy diaries or photocopiers, business cards or office folders from my company and not from the one they had been buying for 3 or 30 years (at state companies), with which they already had contracts, collaborations , history etc.

### **3) - with what money should I finance the business.**

There are two very important aspects here:

1. The fact that these problems actually kept me in place in my entrepreneurial path.
2. The fact that they were psychological problems more than actually pragmatic, entrepreneurial problems, etc.

This fact, that some thoughts, some emotional, psycho-emotional problems, prevented me in my entrepreneurial momentum, kept me in place, highlights, highlights, the real nature of the support, the constitutive structure of what we call entrepreneurship, entrepreneur and so on

When the 3 (three) problems cleared up, they were solved, in my head, in my mind, only then my entrepreneurial drive was unleashed and, starting with a pager as the only means, coherent, tangible asset, of the company which I set up, since 1993, I managed to make until 2010, during almost 20 years, a company with over 1,200 (one thousand two hundred) employees, in the paper and cardboard processing and production industry , a printing house, which for two consecutive years was declared by Revita Display in Germany, at the FESPA International Fair in Milan, as the best printing house (in the world !!!!) in 2 (two) different fields - packaging production and production (2nd place was always the best printing house in Japan)





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How (me) the three big problems were solved:

Reading the book by Peter Drucker, the most important management thinker in the world, “Managerial innovation and the entrepreneurial system”, from which I understood that a product, say a glass of water, is not a simple, common, and generally valid glass, but it is, for example, the Lipton glass, ie that ordinary glass of water, inscribed, packed in a special box, for the Product Launch Campaign in Romania, at Mr. Țânțăreanu’s residence, in Corbeanca, and where, next to these glasses , the printing house also provided a whole package of other promotional materials, and spent money and nerves to manage to wake up, with the phone, the brand manager Lipton who had slept two hours before.

At a marketing course, the teacher brought us a guest, a Swedish gentleman, a teacher and accidentally owner of a printing house, who in his speech, in English, hurriedly, etc., told us, we understood very clearly, that in Sweden , a socialist country, however, 80% of economic exchanges are made accidentally, without a contract.

Learning at the finance course about term payment instruments, bills of exchange (drafts, promissory notes, etc.)

The entrepreneur that this project proposes as a future artisan of its implementation, in the project to improve employment, is in fact in a broader category. Two specials and the rest the classic kind of entrepreneur described and redescribed both in Romanian legislation, as well as in countless other projects.

The four entrepreneurs are as follows:

## **1. The work agent**



## **2. The “second chance” entrepreneur / entrepreneur**

## **3. The entrepreneur / entrepreneur in general, young or older**

## **4. The social entrepreneur**

## **1. The work agent**

If we were to sketch a file of this character, a multilateral profile of him, it would look something like this:

### **Employment Agent Profile**

#### **- psychological**

- salesperson
- communicable
- persevering
- organized
- energetic
- optimistic

#### **- age**

- working age
- active retirees

#### **- sex**

- male
- feminine



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### - legal form

- a.p. (authorized person)
- i.p. (individual)
- l.l.c. (limited liability company)
- employee (at a.p./l.l.c.)
- town hall clerk

### - phone

### - computer (possibly)

### - car (possibly)

### - foreign languages (possibly)

- Italian
- English

### **Job description** - the description of his / her actual activity

**The main activity** consists in connecting the existing job offer at a given time in a place, village, commune, city, etc ... with the need for work in the area, for a fee.

**The job offer** is understood in this project as people, individuals, described in the previous chapter who work and are willing to work in one of the possible legal forms.

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- by hour
- by day
- temporary
- or for an indefinite period

## The need for work

It consists of the **actual need for labor** in a certain area, the need to:

- individuals, eg:
  - for agricultural work
  - for forestry works
  - for household chores
- public or private legal entities
  - accidental needs, which require hourly, daytime, seasonal work, etc ...
  - for permanent needs that require the employment of specialized staff at certain levels and professions

As an intermediary between the two phenomena, ie the labor force and the necessary, the need for work, the work agent, as well as the sports agent for example, must be informed, recognized and be recognized, on the one hand, by people. who want to work and, on the other hand, by persons (natural, legal - public or private) who at some point have a need for work.

Working legally, on a contract basis, with both parties, his activity has a strong entrepreneurial character, he must constantly perform activities such as:



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- direct information,
- indirect information,
- formal information,
- informal information in the proposed area.

These can be done at:

**local authorities:**

municipalities  
health workers  
veterinary agents  
tax agents

**already existing collaborators**

**by visiting the area**

**by organizing presentations**

in town halls,  
at the pub, in the village  
at the pubs and bars in the city  
the stadium  
at the pool.

The most accurate and accurate identification of the two phenomena, ie the available labor force and the necessary labor, can be constituted in a way of what is called market maker on the stock exchange, he implicitly knowing the balance between the two, when, for example, the demand for labor is declining, during the



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winter holidays, the fixed holiday month in the West, or, for example, when during the harvest period the supply of labor, temporarily caught up in activities in their own household, is at a lower level than in other periods.

On the other hand, being an important positive factor, recommended by this project requested by the town halls of Alexandria, Roșiori de Vede and Turnu Măgurele, the employment agent, described in this project, will have to be accepted and helped at the various departments of the bodies and organizations, presented on their websites, invited to public meetings and events, requested for their workforce needs.





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## 2. „Second Chance” Entrepreneur

This category of entrepreneurs consists of former entrepreneurs who have gone bankrupt. It is based on the idea, demonstrated statistically, socio-psychologically, that at some point in a community, country, county, etc., there are a limited number of people with an entrepreneurial profile. If for one reason or another (economic crisis, for example) part of this category disappears, the whole category is reduced by that part because it has nowhere to refuel.

In 2008, in Sweden, in Gothenburg, a friend and business collaborator of mine had a small corrugated board factory, where some (80% of the staff) workers he had taken from Romania also worked. One day, after an analysis of his work with his father, a former CFO at Volvo, he saw that, in essence, he, as an employer, was earning far less than expected and decided to close the factory. , on Monday, and communicated this to employees, according to Swedish law, on Thursday.

That’s what happened to everyone, me and the employees who had left me to work for Mr. Per, in Sweden, being incredibly surprised.

Over the next week, trying to understand what had happened, I called my friend Per Johaneson around noon and, to my surprise, there was music, joy, many voices on the phone. Amazed, I asked him if he was crazy, what was happening, etc.

Equally surprised, he replied that there is no madness, that it is IN THE PROGRAM, that is, I would find out later, that when he went to declare bankruptcy, self-bankruptcy, because, financial-accounting, the company was not in bankruptcy, instantly was included in the national program **SECOND CHANCE**, which deals with entrepreneurs who have gone bankrupt, to



be psychologically counseled, etc., to return to the entrepreneurial area. How important this world is is seen in more detail in a chapter of my postdoctoral dissertation “State Reserve as a Support for National Food Security,” which I reproduce below:

*History and geography, according to the IMCS (Introduction to Scientific Research Methodology) course, in the first year of the ESA, constitute the core, the central source of economic information, only then can other economic sciences, analysis, etc., such as accounting, be added, statistics, management. Things are somewhat logical because any analysis of an economic phenomenon, larger or smaller, must start from a spatial, geographical location, susceptible to a lot of information and a location in a certain period. If we are talking about a chain of stores, trying an analysis for a certain purpose, to be listed on a stock exchange, for example, or maybe a market analysis from competitive positions, we must first see when it appeared (history), where it appeared (geography), when and where it spread, what results it had in a certain period, why in an area, in a location it had better or poorer results, etc.*

*All these things can be seen somewhat with the back of the eye, ie when analyzing a work, such as the topic of this research, its form, structure of scientific work, we should see if history and geography are correctly positioned in the center of the mechanism of economic information used, processed, in this paper, with the help of subsequent tools, reviewed and in the chapter on the interdisciplinary nature of the paper.*

*Thus, browsing the paper a priori, we should clearly see historical information and geographical information, subsequently processed with market-*



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ing tools, stock market analysis, banking techniques, graphs and statistical analysis, etc.

*The idea for this paper came after reading an analysis of the model in which post-war Japan managed and solved one of the most thorny economic, capitalist economic problems, namely the financial problem or more precisely the financial crisis, at the micro, enterprise level. , up to the macro level, at the scale of the national economy or of a specific sector of the national economy. Here we can see indisputably history (post-war era) and geography (Japan). Moreover, the central element, the key in which this problem had to be solved, is also a very concrete historical fact and very specific to that geographical area, that country, Japan, which belongs to the psychology of the Japanese people, namely honor. Maybe the honor of the samurai, the honor of the leader or the honor of the simple man. These three elements: Japan, the post-war era and the honor of samurai, were the ingredients that solved the most thorny problem of the economy, an economy seen primarily in its applied dimension, of economic activity.*

*There are very important programs in the European Community today in an area called 'Second Chance', which is based on statistical and economic analysis which shows that one of the most important sources of entrepreneurial initiative, at some point in society, is a it is the mass of bankrupt entrepreneurs. This is because, we can think, people want to lift their heads from the dust, people can understand that they were wrong and they know exactly where, and especially they know what to do to stop making mistakes.*

*Perhaps all these things were known totally, or at least partially, in immediately post-war Japan, but one thing was known that nullified any prospect, that if in Western society, essentially Judeo-Christian, bankruptcy is a per-*



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*missible thing and therefore socially accepted, in the Japanese world and in the Japanese philosophy of life this is not accepted, entrepreneurs, large or small employers who have gone bankrupt having only one solution: to make harakiri, that is, to commit suicide.*

*Strictly from this very important but very narrow problem came the global solution, which solved the Japanese problem, facilitating the unprecedented development (historical and geographical) of Japan and which could be adopted, being now very well known in other places. of the world (historical and geographical).*

*The solution to a financial problem could only be of the same nature, financial and monetary, and it consisted in the temporary takeover by the sovereign state of the problem, the debts of struggling economic entities, on the verge of bankruptcy and therefore the suicide of the employer, implicitly and of a fair share of the property in question and the redemption in the very long term, so that it can be paid and at any time equally fair, with a profit for the state, redeemed. Naturally, this mechanism of state intervention could only be done through state mechanisms and bodies. Being a financial problem and concrete money, the main body of this structure was the National Bank of Japan. This means the legendary protectionism of the Japanese banking system, its specific autarchy.*

*In this way, all the great Japanese companies of today have been helped in various periods to solve the current financial problem and to be able to focus on production, organization, later on creation and development, expansion into new markets, etc. And, in the same way, Japan has been able to solve much larger, sectoral problems (with thousands of companies), such as the crises of the end of the last century (real estate and the IT boom). The bright-*





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*est example in Europe, small at the macro level (European, regional), but large at the micro level, is the French state and Renault.*

*When, for the doctoral thesis, I had to, beyond the part with the stage of knowledge in the field I had chosen, to do the part with my own contribution in that area, I tried to redesign, in the context of our economy today and tomorrow, a side of the institution called the State Reserve, from the point of view of a big problem, the fall of the price during the harvest period and using as a model a mechanism similar, at least conceptually, to the Japanese and especially with its most concrete dimension, namely the National Bank of Japan.*

*The present study has four chapters. Each in itself could be a separate research topic, doctoral or postdoctoral, but their integrated, systemic and coherent approach can be, is, an important topic.*

*That it refers strictly to a geographical situation, Romania, is something assumed by the research program, but also historically it is also important to take into account in the approach, given that the economic crisis is prolonged, given that full integration will would have the consequence of entering a known horizon of the cessation of agricultural subsidies, in the context in which institutional centralization will generate new forms of local activities and in the conditions in which in the near future we will adopt the single currency, for example, with all consequences, including related monetary policy.*

*In this way, from trying to solve a seemingly minor problem initially, lowering the price of cereals at harvest, one can see a solution to a much bigger problem, such as national food security.*

*Continuing the application from the doctoral thesis, an application called*



*“State Reserve, as a national bank of food security”, being a postdoctoral thesis, the logical structure, the analysis model is similar.*

*The idea that generated this topic arose after a reading about the Japanese model of postwar development in which a central role was played by the National Bank of Japan. Together with other Japanese institutional bodies, he managed to solve one of the most thorny problems of the capitalist economy, namely the financial problem.*

*Assuming at that time the analysis of a very big problem in a certain field, namely the problem of the price of wheat during the harvest period, it appeared very necessary to imagine an organism with similar characteristics to solve that problem.*

*The concrete problem at the time of the doctoral dissertation was the well-known problem of Romanian agriculture regarding the dramatic decrease in the price of wheat at harvest.*

*With the Japanese model of solving the most difficult problem in the capitalist economy, namely the financial one, directly responsible for bankruptcy and crisis, the general characteristics that should be found in this model had to be deduced. These features are as follows:*

- an economic-financial problem*
  - a body with a state character, but with great freedom of action*
  - a policy of interaction with the market and market entities, producers, firms, farms, buyers, stock exchange, etc., interventionist, but not necessarily invasive*
  - a set of tools for implementing this policy*
- and, eventually, a broader, governmental policy in which the policy of interaction is integrated*





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*Starting from these characteristics and from the fact that, however, being within a doctoral topic about the analysis of the course on agri-food commodity exchanges and having in front the spectrum of the economic crisis that had just started, following, according to the forecasts of specialists, to transform In a food crisis, the State Reserve, in its component that deals with food reserves, stood out as a possible body in this model, as a national food security bank.*

*If the Japanese problem had a very special spring, a spring that was related to the psychology of the Japanese people, namely the fact that bankruptcy is, morally, psychologically, socially, unacceptable in Japanese culture, the bankrupt will have only one last thing to be carried out, we could consider that even in our case, being an academic, intellectual model, in the conditions of today's economy, of the level of civilization we are at, the fight against an obvious injustice is an act and moral, and justified, and strong enough to generate the energies needed to achieve it.*

The role and importance of this second chance entrepreneur, as well as practical ways to implement this concept, including sources of funding will be presented in **Chap. Activity 3-Documentary analysis**, as well as in **Chapter 1 Activity of feasibility studies**



### 3. Young or old entrepreneur

The role and importance in contemporary society, as well as in the historical evolution of mankind, have been mentioned, underlined, presented in detail in this study and will be detailed in the two chapters, **Chap. Activity 3 - Documentary analysis, as well as in Chap. 1 Feasibility study activity**

The legal, practical ways of setting up a company are presented in numerous reviews, summaries of law, texts of law. From these we have chosen a **Guide for young entrepreneurs, made by the Ministry for Small and Medium Enterprises**, a clear, well-structured and well-documented one, which is presented at [http://www.svasta.ro/\\_upload/biblioteca/documents/Ghidul\\_tanarului\\_intreprinzator.pdf](http://www.svasta.ro/_upload/biblioteca/documents/Ghidul_tanarului_intreprinzator.pdf), however, mentioning the fact that from having a car to going with him to the mountains, driving, there is a difference, but also that, in order to pass an exam, a condition (necessary, but not enough) is to take him.

This area, beyond the mere establishment of a company, will also be examined and presented in the two chapters mentioned above.



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## 4. The social entrepreneur

Social enterprise is a concept of recent date, derived directly from the economic crisis that began in our country in 2008-2009, unfinished even today, not opposed by any measure, not to mention programs, even seeming hurried and amplified by government-state decisions, such as would be the decision to unilaterally terminate the payment rescheduling agreements, a decision taken immediately after the 2005 elections, with a direct, immediate consequence of undermining the national economy, **the americans knew everything, they knew we arrested the accounts of companies** (ie they stole in -one night all the money from the accounts of all the companies in the country up to the competition with the value of the payment rate at the World Bank...)

This new form of entrepreneurship also emerged as a palliative. The social enterprise, which we present, through the normative act that substantiates it, presenting in advance some considerations related to it, trying to identify its positive elements:

1. The character, subliminal perceived, by COHESION, with Christian humanitarian nuances, having as first consequence an extremely important modification, in the sense of improvement, of the image of the entrepreneur, of the employer in the Romanian society, inevitably determined by the years of communist society.
2. Real possibilities to access European funds
3. Priority access to unused patrimonial assets of the state.
4. Increasing the security of the employer, by the fact that, now, and as a sublime effect of the law, he will still withdraw, without artificial modesty,



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20% of the profit made for him and his family, infinitely higher than the meals at the restaurant ( most often with business partners, so in the interest of the company), with the rate on the car personally used almost entirely for business trips and clean at the bank for personal housing, also mortgaged, pledged for company loans.



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## The Action Plan

### Introduction

The action plan is the result of this project, concretizing the results of the extensive documentary analysis activity, referring on the one hand to the exact identification of the problem, Absolute Apt Overpopulation, ie effective UNEMPLOYMENT, ie not only that incorrectly perceived in society as unemployed and social assistance, identification made contextually, geographically, at the country level, first, and described in my scientific research article „Absolute apt overpopulation”, as well as in the article „Theoretical theoretical potential wasted in Romania in 1956-2012”, and then, directly within this project, with the up-to-date calculation of the indicator at national level, as well as the calculation at local level, on Giurgiu and Teleorman counties, as well as on the contracting localities of this project, namely Alexandria, Tr. Măgurele and Roşiorii de Viewing. These results, especially the numerical values of the up-to-date indicators, were confirmed spontaneously, during the conference occasioned by this project and by the Deputy Mayor of Tr. Măgurele, Florentin Cristea, with the help of figures related to the voting process, and understanding from the presentation the significance of this analysis of the values known to him. These elements of correct identification of the real problem and its measurement are followed by the identification (outlining, description) of concrete instruments, with absolute novelty character (Employment Agent) or maybe only local (*Second Chance* Entrepreneur) or Social Enterprise and The new contractor, presented in points 1, 2 and 3, will be followed by a chapter outlining-describing the Implementation of the plan, as well as one measuring the results, ie even more applied of the concrete RESULT, of a single indicator, Absolute Apt Overpopulation (UNEMPLOYMENT), and, even more concretely, of its Evolution Index, ie whether or not Unemployment decreased during the planned period. This stage of the plan is followed by the evaluation phase of the results, the formulation of conclusions that will also have feedback, being useful in the next stages of running the action program, as well as a more general one on the overall evaluation of this genre. of the program, regarding its results, the capacity of the local apparatus assigned to it for acceptance, understanding, its smooth running, understanding of

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the results and their assumption, and ultimately for its acquisition as an effective tool for implementation and resolution of a very serious and very important problem at the same time of the local administration of the respective area.

## **The steps of the plan**

### **Retrospective analysis**

Any activity that must be planned for further evolutions must be very well substantiated, one of the most important directions of this foundation being the historical analysis of this activity, phenomenon, problem, etc. The fundamental problem of this project is UNEMPLOYMENT, in the sense of improving it, ie reducing it and consequently increasing EMPLOYMENT. This issue is very elaborately analyzed during this paper, and presented in the previous chapter, Documentary Research. The economic analysis, in our case, of a phenomenon, has at its core, the structure of analysis tools, history and geography, economic. From this core upwards, other tools are added, more applied, more detailed, nuanced, field, such as statistics, sociology, communication, advertising, strategy, etc. But the starting point, the core of the analytical ensemble, is economic history and geography. In this sense, the problem is presented and analyzed as follows:

- History - from 1956 until today
- Geographical:
  - nationally
  - at county level (Giurgiu and Teleorman)
  - at local level (Alexandria, Turnu Măgurele, Roșiorii de Vede)

The historical and geographical presentation allows the anchoring of analyzes over time (since 1956 - national, and since 1990 - local), on a series of indicators closely correlated with the indicator of UNEMPLOYMENT - Absolute apt over-population. These other indicators, presented historically and geographically, are, among others:

1. total population
2. fit population
3. employed population



4. population employed in agriculture
5. number of employees
6. the number of agricultural employees
7. number of workers
8. the number of agricultural workers
9. pupils and students
10. number of unemployed
11. The P.I.B. of Romania
  - a. Total
  - b. Per inhabitant
12. The P.I.B. of each entity
  1. County - Teleorman, Giurgiu
  2. City - Alexandria, Tr. Măgurele, Roșiorii de Vede
    - A. Total
    - B. Per inhabitant
13. And so on

A total of 21 (twenty-one indicators) useful both for the retrospective understanding of the phenomenon, for the substantiation of the action decisions, and for the analysis of the final results. In addition, the most important indicators are presented graphically, in their historical evolution, at local level, and in comparison (correlation) with the evolution of the indicator at county level. The fact that this analysis, database and graphical analysis, are also provided electronically, allows on the one hand a continuous update with the subsequent support of the author or directly with information to be collected and processed from the county and national statistical directorates, as well as, on the other hand, the deepening of analyzes in various ways of interest, such as: - substantiation of other projects; - design of broader development plans; - substantiation of political, local, county, national programs.

### **Visualization (measurement) of the current situation**

In essence, the visualization of the current situation consists in visualizing the value of the Unemployment Indicator, ie the Absolute Apt Overpopulation in the reference year. At the same time, it must be seen in its evolution in recent years, as



well as in correlation-comparison with the other two cities, with the county, with the country, as well as with the other indicators at hand. At the end of the period of application of the Action Plan, over, say, 4 (four) years, the simple comparison shows us whether the vacancy has decreased or increased, by how many people or by what percentage.

For example, the current situation of the City of Roşiori de Vede.

Unemployment (SPAA R.V / 2018) = 17,122 people.

It is in a downward evolution in the last seven years, since 2012, with 1,264 people, but given that the total population of the city decreased by 2,443 people (from 33,845 people / 2012 to 31,402 people / 2018) and the population in working age decreased by 2,100 people (from 25,700 people in 2012 to 23,600 people in 2018).

The fundamental information of this chapter is the vacancy at time  $t_0$ , ie at the starting point of the action plan against it, and a measure of analysis would be a simple comparison with the result at the end of the period. Of course, under the conditions of the analysis and at least of the two indicators analyzed above.

## Action Tools review

The instruments of action with which the fight against unemployment could be started, and therefore for the improvement of employment, could be divided into two categories, in the context of this analysis, and therefore of this project: Possible tools and Inaccessible but possible tools.

Let's start with the second category: *Inaccessible but possible tools*

These can be a category of tools that exist, can be put into practice, but cannot be the subject of this project, which aims to improve employment (and not eradicate it, its final solution, which is impossible). These tools are accessible only at the administrative-governmental level and developed only from that level. In this category, briefly, could fall:

- Attracting large investments, Romanian or foreign
- Attracting state and government investment projects related to communications infrastructure, transport, energy, agriculture, land use planning and land improvements, etc.

They can considerably improve the employment situation, they are very plau-



sible being recommended by most contemporary economic doctrines, and in the context of perpetuation by the sequelae left, of the crisis started in 2008-2009 and especially in the conditions of the COVID-19 Crisis , unprecedented, with partial blockade of the whole world economy and society. It is known, from economic theory and practice, that, in general, a big problem can be at the same time a great business opportunity, development. Restarting our economy, in the context of restarting the world economy, the fact that we are in the European Community, but also maybe the fact that we are not in the Schengen area (where, suddenly, today, we are urgently invited), so we have national currency, including National Bank, as well as an important strategic geo-economic position, including this area, in particular, being practically the place within the European Community with the cheapest conditions for the establishment and operation of a manufacturing plant, ie land, energy, labor, evolving road, air and naval infrastructure and even functional rail, can be a very important entrepreneurial niche and can only be managed at the governmental level.

**Possible tools** are tools that this study proposes, as possible to use for the purpose of this project, the improvement of EMPLOYMENT, and which are presented in Chapter 3 (three) of this paper, they are:

- **The work agent**
- **Second chance entrepreneur**
- **The new entrepreneur, young or not**
- **Social enterprise**

The practical way of how these tools are put into practice will be discussed in the next subchapter.

## Applying

The implementation of the action plan presented in this paper can only be the result of a local public policy activity. This public policy of Improving Employment in the city of Roşiori de Vede must have the following characteristics:

- to be strong
- to be sustained, that is, uninterrupted, continuous
- be smart



- to be modern
- to be funded

Like any public policy activity, it must be designed and managed in detail by a Management Unit that must assume the characteristics set out above. The only objective, clear, concise, with which it can achieve this local public policy activity in order to achieve the general objective, Improving Employment, is to make viable the 4 (four) instruments proposed. Basically, the implementation of the plan and its content consists, simply, only in making the 4 (four) tools exist! In essence, there are 2 (two) major activities that this team must perform:

1. To stimulate (in) the existence of the 4 (four) instruments
2. To support administratively-bureaucratically (in) their existence

### *Stimulating the creation of the 4 (four) instruments*

This essentially means an activity of positively influencing the social environment of the locality for:

- Presentation, introduction to the four concepts
- Their aspirational coloring after the world knows what they are

The way in which this activity of positive influence can be achieved consists in a complex communication project, with all the aspects-components known in the literature and specialized practice:

1. Public Relations (P.R.) Activity
2. Advertising activity

*The activity of P.R.* can also use P.R. political, known at the local administrative-political level, used and therefore with chances to achieve the two concrete objectives, the presentation and the aspirational coloring of the four instruments. Consequently, this activity could also be done by local teams of civil servants engaged in political campaigns in the past, especially since this large activity, of improving employment, must be carried out on electoral cycles. However, the entire activity must be carried out by a specialized agency, with a reputation, chosen and coordinated by the Management Unit. Expertise in choosing communication tools, detail, creativity, modern techniques of influencing, subliminal communication for example, advertising, use-contracting such an agency. For example, I will further





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present a communication project using a classic advertising campaign, modern influencing techniques, also from my postdoctoral dissertation, „State Reserve as a support for national food security”, a campaign entitled aim to improve-improve the self-perception of the small agricultural producer.

## **Project of psychological valorization (in the collective mind) of the Romanian wheat**

### **Preamble**

Within the postdoctoral research project entitled „State Reserve, as a support for national food security”, where we defined as a fundamental objective in this context the defense of agri-food production, the concrete way of action of this institution is achieved through a policy program of the Reserve Of the state.

Depending on the concrete interest circumscribed and the broader, governmental, national policies, several types of policies can be identified, such as:

#### **Agricultural producer policy**

#### **Processing industry policy**

#### **Export policy**

Each of them must be concretely updated, correctly defined and positioned in the general economic framework, synthesized in a simple, intelligible form, in order to then be able to compose in the set of effective instruments for fulfilling this policy.

Under the Agricultural Producer Policy, for example, the synthesis of the policy could be to defend the price of the agricultural product, for example wheat, or maize, etc., during the period of greatest vulnerability for the agricultural producer. namely to protect it from falling prices during the harvest period, which is caused by the activities of cereal wholesalers who are interested in buying at very low prices. One of the concrete instruments of pressure on their prices is the lack of storage spaces. Not having enough storage space, agricultural producers, farmers, especially small ones, are forced to sell directly from the land.

The fundamental premise of the concept of State Reserve as a support for food security is that an appropriate legislative framework would be needed for this institution to transact in its specific market just like a national bank, ie to have the right





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to intervene in the market.

In order to achieve this very synthetic, very concretely determined objective, my paper proposes not a single tool of action, but a palette of such tools, such as:

**State reserve mirror** - the daily display, similar to a national bank, of the reference price for each of the products in the product portfolio which is constituted as a mirror of the State Reserve, as well as of the reference price for storage facilities

**Certification of deposits** and use of Certificates of deposit of the State Reserve

**Effective transactions** on the stock market and on the real market

The fact that this, the problem we are talking about, has been happening for a very long time suggests a different problem. The pressure on the price during the harvest, for example, probably generated, over time, an attitude of superiority, of domination on the one hand, that of the merchant, and another of defeatism, on the other hand, of the producer. agricultural. Specifically, probably in the mind of the latter one can imagine thoughts, ideas, such as:

***Agriculture is not earned anyway !***

***I'd rather accept than get mad at them !***

***Who am I to change the world ?***

***and so on***

Each of the two attitudes can theoretically be separated and corrected in the desired direction. Chapter two of the paper, which I mentioned earlier, proposes the use of modern economics techniques, such as marketing, advertising, strategic analysis, etc. The idea of this paper (article) is precisely to develop a project to enhance the concept using a marketing and communication strategy.

### **1.1. Strategic analysis**

The problem identified and which needs to be modified favorably is the one described above, with the two components: superiority on the one hand and defeatism on the other. It cannot be solved, in the sense of this work, by an open discussion like ***You know that you are doing a disservice to the national interest, the country, destroying small producers who, only because of the prices offered by you, have no sources for production, end up bankrupt!***, on the one hand, and on the other hand, ***I will make food, it is a noble work, it must be recognized and rewarded as such!*** And even with public meetings and conferences the problem cannot



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be solved.

Consequently, a special marketing and communication program would be needed, as is the case in the real economy with the products and the companies that produce them.

**The features** of this program could be the following:

Simultaneous resolution of both problems, of superiority and defeatism, of the actors

Identifying a key feature that would be, on the one hand, the central theme of the campaign, and on the other hand, the pivot, the lever to move things in the desired direction.

Being a broad problem, it would be desirable that the idea, the respective characteristic, not be created, invented, by strategic analysts, but to be a real one.

Designing an effective communication program in terms of message, target (target audience) and communication channels.

The main objective of this campaign should be: ***Valuing wheat as a product, as a notion, a concept, in the minds, in the consciousness of the two parties .***

If wholesalers saw things from this perspective, perhaps they would have a different, milder, friendlier approach, and the other side, smallholder farmers, could be psychologically remotivated to approach the negotiation and sale of the harvest from other positions.

For this, a special characteristic of wheat must be identified as a commercial product as true and as important as possible, which is what in marketing is called **a differentiator**. Then, depending on the characteristics of the target audience, it should be communicated as convincingly as possible.

The differentiator, the fundamental characteristic, which I consider suitable for this, is that the wheat from Romania (and the one from France, and the one from Ukraine) is necessary and used in all the other countries mixed with local wheat to grow the latter. degree of breadability. Virtually all European countries that grow wheat, for example Germany, the Netherlands, England, etc., need Romanian (and French, and Ukrainian) wheat in order to make bread from their wheat.

All well-done, well-founded campaigns are based on such an analysis that identifies or invents this fundamental, differentiating feature in the minds of the target



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audience.

Some features are harder to identify, others are more visible, easier to discover.

Among the invented features of a product I could give the example of Covalact Yogurt, namely the feature ***Country Covalact - too good, too country!*** She was identified in the minds of the target audience by a team of analysts from the advertising agency **Dr. Ad.**, a team composed of Crăița Coman, Sorin Predescu, both in the area of creativity, and Traian Nuță, as a strategic analyst (strategic planner), and then designed as a differentiating feature for Covalact products.

A much more subtle feature identified and then exploited by the same team, regarding similar products, is that the propensity to consume milk is paramount, comes from the first moments of life, and identifies with a single character, the mother, and a unique concept, motherly love. This is how the concept and the campaign ***Keep the taste of love*** appeared for TNUVA Company ! , in which the main characters were a young mother and a baby.

After all, both can be suspected of improvisation, but also of veracity. In the case of Covalact, cows do not grow in any form in the city, and you could say that it is a true feature in the end, but the factory is a modern one, so probably no processing in the country, and cows, many of them , even in the country, they are raised, fed and milked and then computer-cooled milk, we could say.

One of the biggest campaigns in the history of advertising and marketing is also from this area (milk), was made in America and is known as ***Got milk ?!***, relying on a differentiator whenever possible, consisting of two aspects: the crisis (lack) of the product and fear, human fear.

According to Martin Lindstrom, a very important author in this area (marketing, communication, strategic analysis), one can identify eight (there are nine !!!) persuasion factors used in campaigns to promote one product or another. They are named by the author as follows:

1. **Buy Buy Baby** - for example, the Tunuva campaign - Keep the taste of love!
2. **Trade in panic and paranoia** - e.g. campania Got milk ?!
3. **I can't leave you**



4. You buy, you put

5. Under pressure

6. Unforgettable memories

7. Royal Marketing Chinta

8. Hope in the jar

9. Whatever you do, they will keep an eye on you

(Martin Lindstrom, Brand washed, Ed. Publica, 2013)

Of course, these are the most important and at the same time the ones identified by this author, but marketing, advertising are spaces of creation, imagination, innovation and, on the one hand, they must be adapted to each project and on the other part, anything new can be imagined at any time.

**The project** that I imagined in this paper and which, as I have already pointed out, can be included in an ensemble, together with other tools, can be briefly presented as follows:

**Title** - Project for the (psychological) valorization of the Romanian wheat

**The main problem** - the decrease in the price of wheat during the harvest period

**Causes** - the psychological pressure of buyers and the defeatism of small producers

**Target (target audience)** - wheat growers and wholesalers in Romania

**Development period** - May-July

**Message type** - commercial.

## 1.2. Elements of strategic analysis:

**The marketing differentiator** - the increased breadability of Romanian wheat that makes all other countries import Romanian wheat to mix it with native wheat in bakery

**The very high**, often irrational, **appreciation** that Romanians have, and especially those in the province, those in the country or those with lower education relative to the good opinions of foreigners about various Romanian aspects (women, Delta, gymnastics, etc.)

**Strategic conclusion** - we should ask some foreigners to tell the Romanian farmers, wheat growers in this case, how good and necessary the Romanian wheat is for them.





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### Story-board (description of the commercial):

- **main head line:** - Did it rain in Slobozia?
- **secondary head line** - Bărăgan wheat bread
- **direct message** - In order to be used, wheat from Holland, Germany, Sweden, England, etc. must be mixed with Romanian wheat
- **the action, the unfolding of the story (story):** in a grocery store in the Netherlands, while buying a loaf of bread, the customer, the buyer, the average Dutchman, is interested in the seller, who, working somewhat in the field, must know details about the meteorological situation, whether or not it rained in time in Slobozia, as a proof of the degree of information, of the internationalization and, why not, of the globalization of our world, and therefore of the concrete preoccupation about the situation of the future wheat harvest from Bărăgan. All this while on the main display of the grocery store is inscribed the special offer of the store, namely: **Bărăgan wheat bread!**

The story is repeated, within the same spot or in different spots, with a similar scene from other important countries in the Romanian collective mind: Germany, England, Sweden, etc.

**The subliminal message** - it is very easy to deduce that we could, using the terminology of the Swedish writer mentioned above, talk about a persuasive factor that could be called **Trust in the jar!**, inoculating, persuasive, subliminal, confidence, optimism, self-esteem his own person and his own work and results, which, **if the German appreciates, then ...**

**The visual** - a first sketch of a grocery store in the Netherlands, made only to illustrate the idea of this project, and only that, is presented in Annexes 1 and 2.

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## Annex 1



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## Annex 2





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*The bureaucratic-administrative support of the (in) existence of the four instruments consists in the improvement to an even greater extent of the relationship with the companies, in general!*

### **Evaluation of results**

This can be done by comparing the values of the UNEMPLOYMENT indicator (S.P.A.A) of the city, from the initial moment, of the start of the plan, with the assumed final moment or at any other intermediate moment and visualizing whether this indicator has improved (ie decreased) or not!



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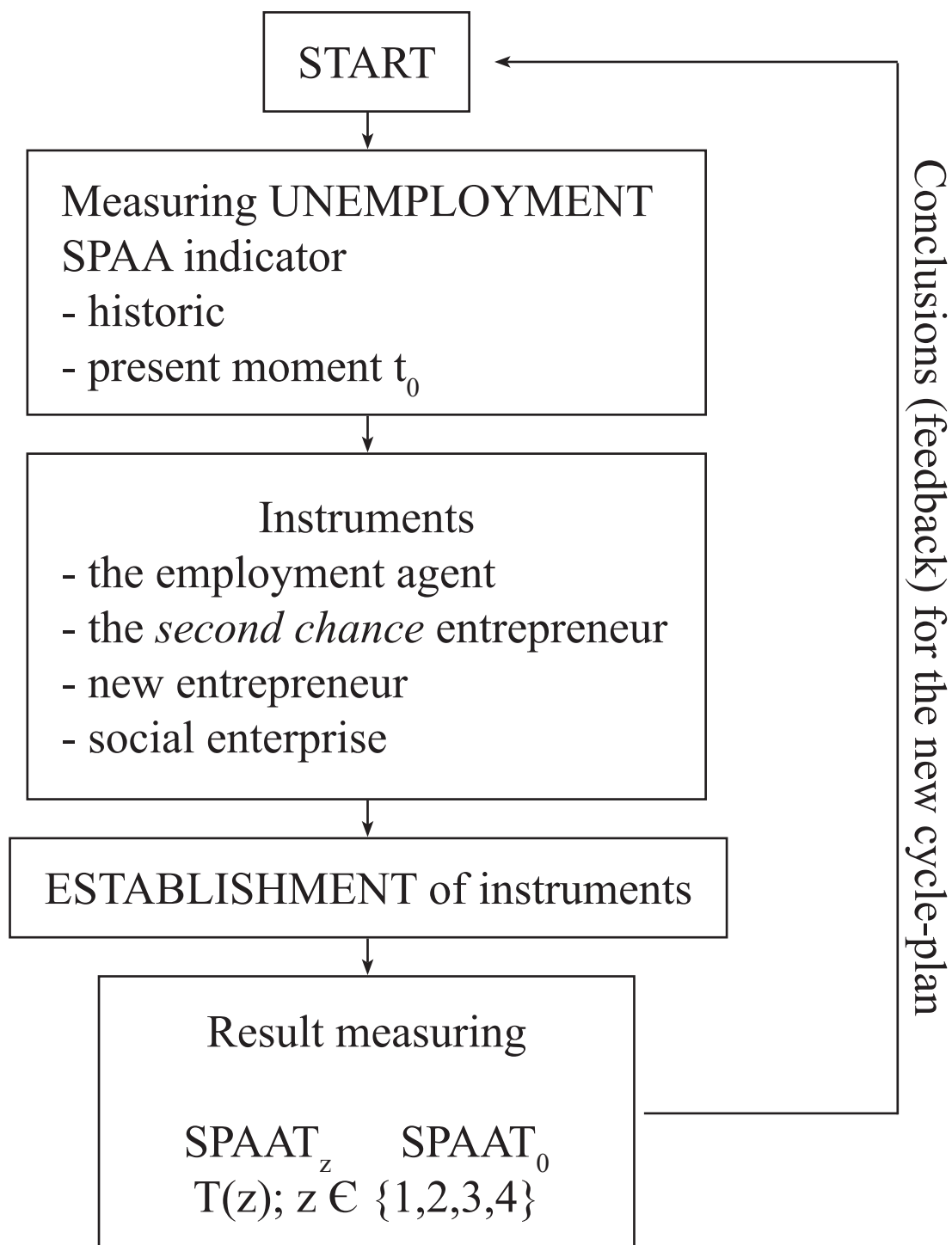


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## CONCLUSIONS - SYNTHESIS





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# NOTES



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