



ROMANIAN BUSINESS  
LEADERS SUMMIT  
BUCHAREST  
MARCH 2-3, 2017  
SIXTH EDITION

Idei noi și proiecte concrete  
pentru România performantă

#RBLSummit



# ROMANIAN BUSINESS LEADERS SUMMIT

15 - 16 March 2018, Bucharest

Entrepreneurs, corporations, communities and individuals  
come together to change the game for Romania.



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MARCH 15-16 , 2018

SEVENTH EDITION

# THE GAMECHANGERS

Every year in March, 250+ of Romania's top entrepreneurs, executives and leaders of the civil society and 40+ national and international speakers come together at the Romanian Business Leaders Summit.

Leaders team up to debate critical issues on the public agenda and generate meaningful projects for Romania's Entrepreneurship, Education and Good Governance.

For two days, **Romanian Business Leaders work together, feel good together and create together a better future for Romania.**



# ELEMENTS



Conferences



Work Sessions



Award Galas



Parties



Networking



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# RBL SUMMIT

Since 2012, **RBLSummit** celebrates Romanian initiative with vivid debates, working sessions, conferences, parties and award galas.

The event mixes up knowledge, Q&A sessions, inspiration, networking, work and fun to generate real projects aiming at making Romania a better country for business by focusing on three key areas: **Entrepreneurship, Education and Good Governance.**



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# IT'S ABOUT PASSION

*"I have met today some incredibly talented people who, moreover, have great passion for making things work in Romania. (...) The talent is already here."*

Emma Jones, Startup Britain, RBL Summit 2014



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# THE GAMECHANGERS

We evolved into a community of **500+** entrepreneurs, executives and professionals in Romania and from the diaspora.

RBL remains an open community to leaders who share our vision and values.



6 SUMMITS  
42 PROJECTS & TEAMS  
90,000+ ROMANIANS IMPACTED



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repatriot



#RBLSummit

# IT'S ABOUT COMING TOGETHER

*"People who are alike come together. It's an empathy between people who embrace the same values. Whenever we meet, we energize the room and smile with the corner of our eyes. We are becoming a family. We are part of a community."*

Mihai Marcu, MedLife, RBLSummit2014



# THE CHANGED DRIVERS

Romanian Business Leaders are change drivers – entrepreneurs, executives and professionals who lead organizations that generate more than **10% of Romania's GDP**. **More than 50,000 Romanians** work together in these organizations.

The RBL members bring together a unique mix of leadership, expertise and outstanding results in the Romanian economy and are starting to make an impact on the global arena as well.

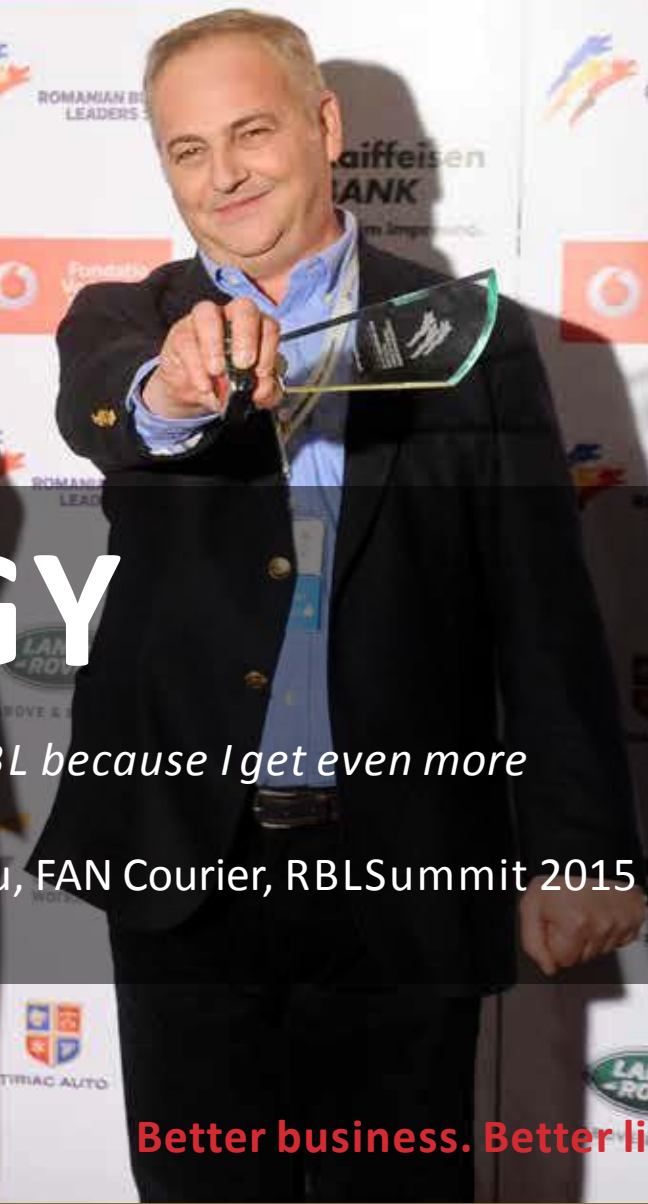
In the past 6 years, Romanian Business Leaders have worked together in project teams an approx. of **60,000+ volunteer hours**. They are doing it simply because they are aware that the future of Romania is a direct consequence of their action and level of commitment.



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BUCUREȘTI  
12-13 FEBRUARIE 2015

EDITIA A IV-A



# IT'S ABOUT ENERGY

*"I feel great with these guys. Energy is the key word. I put energy in RBL because I get even more energy from these interactions."*

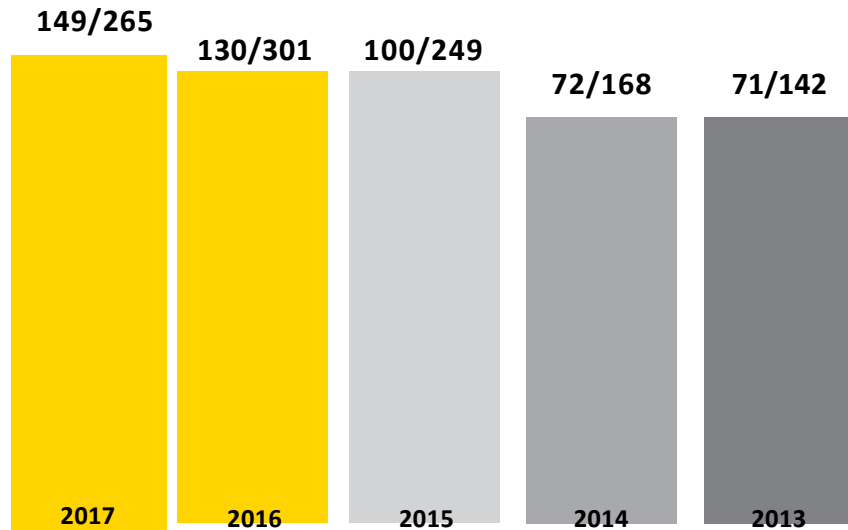
Felix Pătrășcanu, FAN Courier, RBL Summit 2015



# THE CHANGED DRIVERS

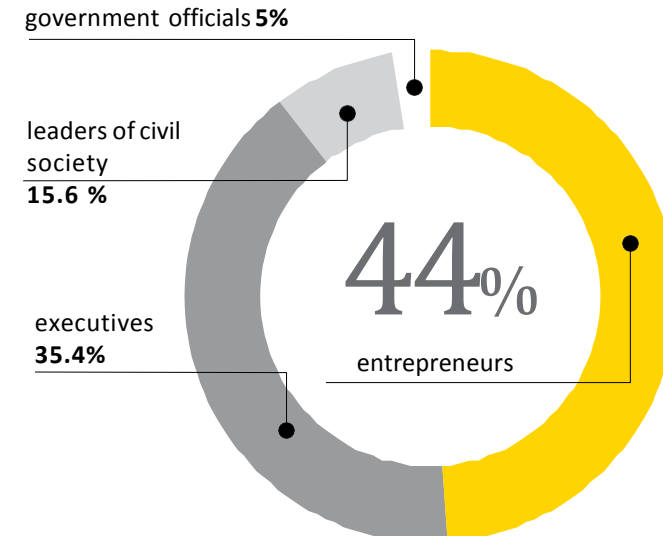
Half of the Summit participants are entrepreneurs. We wanted it this way. It's part of the whole design of RBL. We are a community with an entrepreneurial mindset.

## RBL Summit recurring attendance



## Four categories of participants

Average weights for all 4 Summits



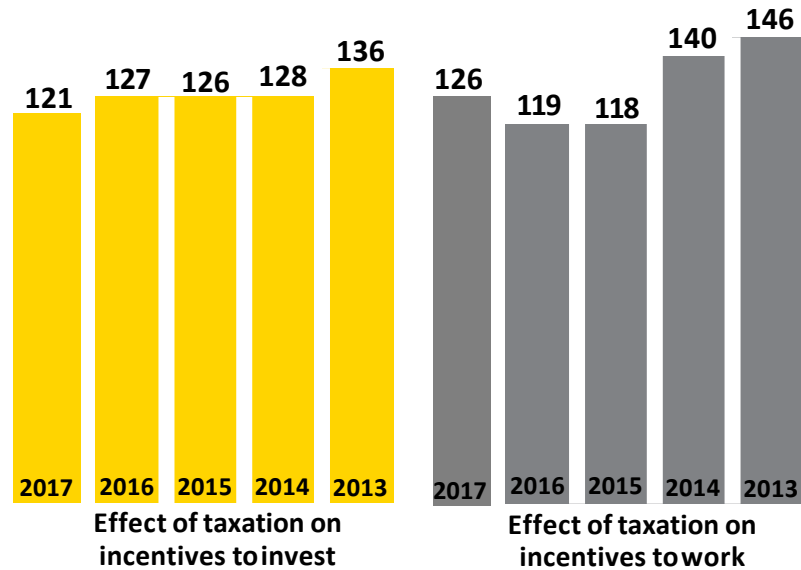


# ENTREPRENEURSHIP

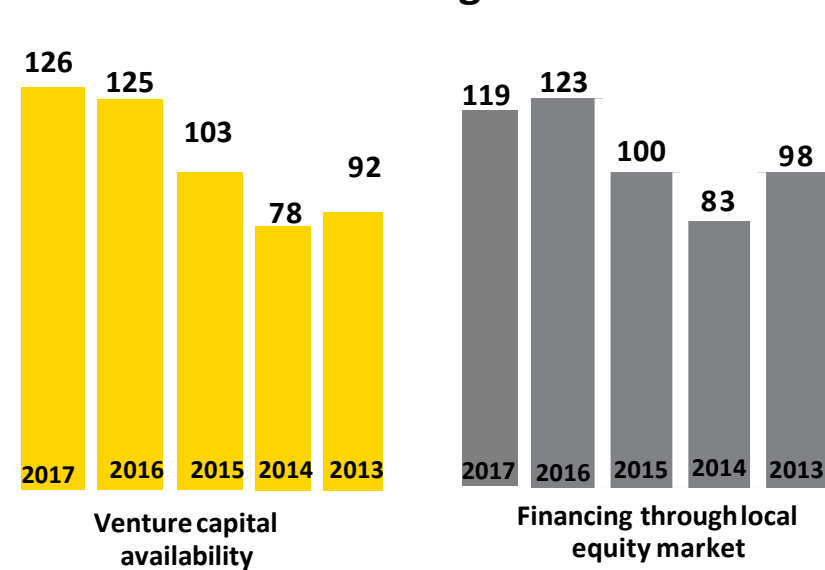
Most problematic factors for doing business in Romania\*:

\* Global Competitiveness Index, 2017-2017, World Economic Forum

## Tax rates



## Access to financing



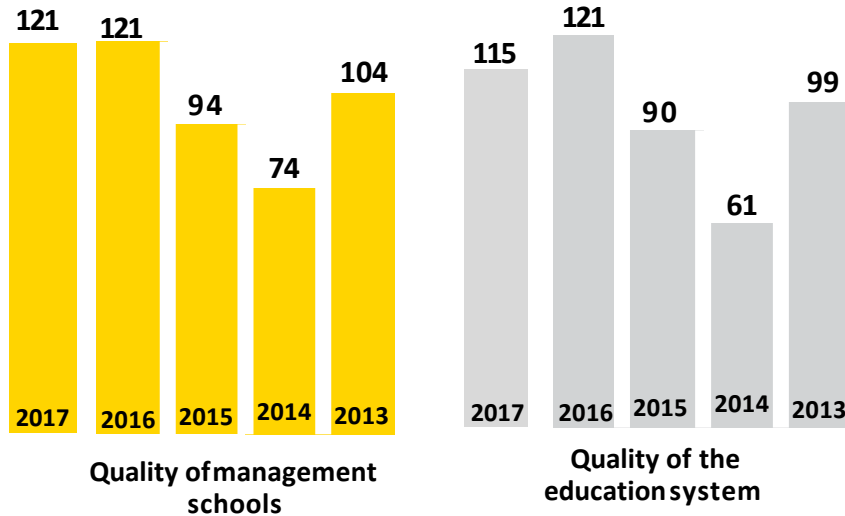


# EDUCATION

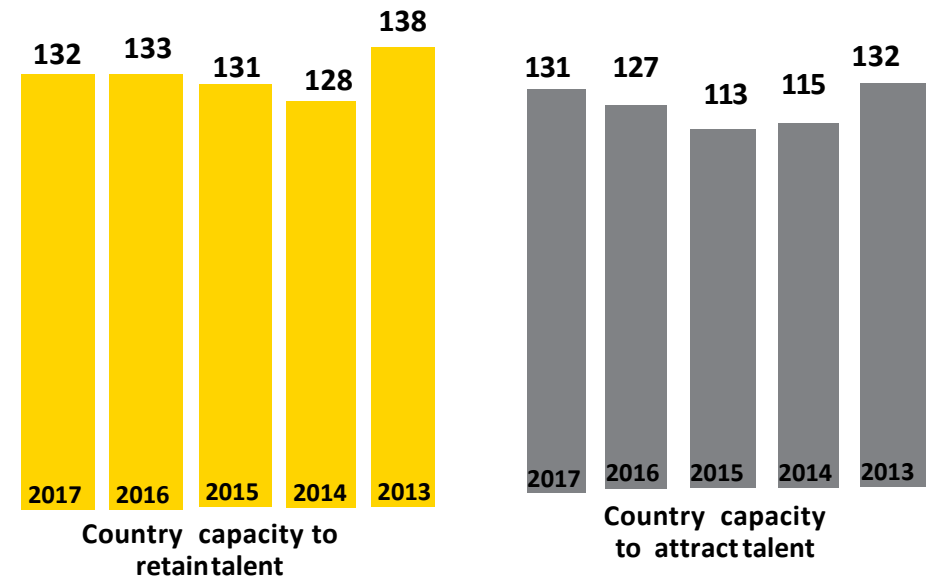
Most problematic factors for doing business in Romania\*:

\* Global Competitiveness Index, 2017-2018, World Economic Forum

## Inadequately educated workforce



## Talent management



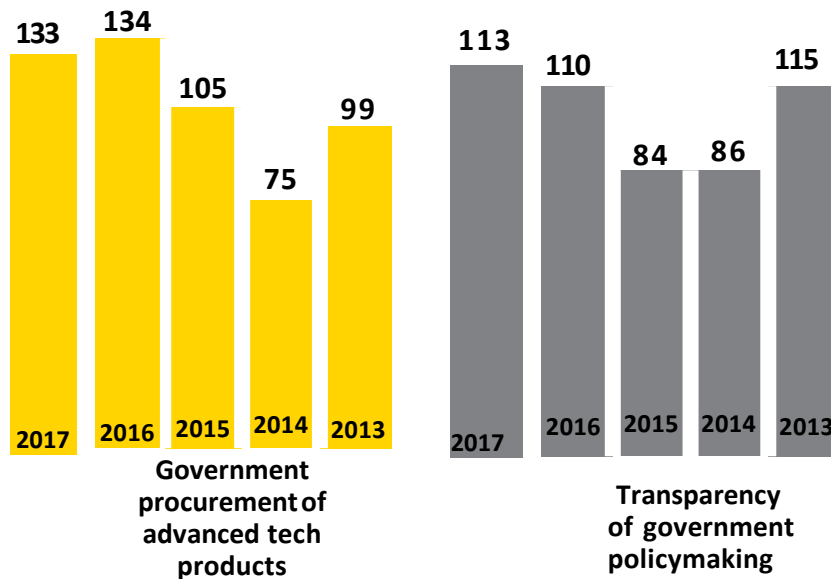


# GOOD GOVERNANCE

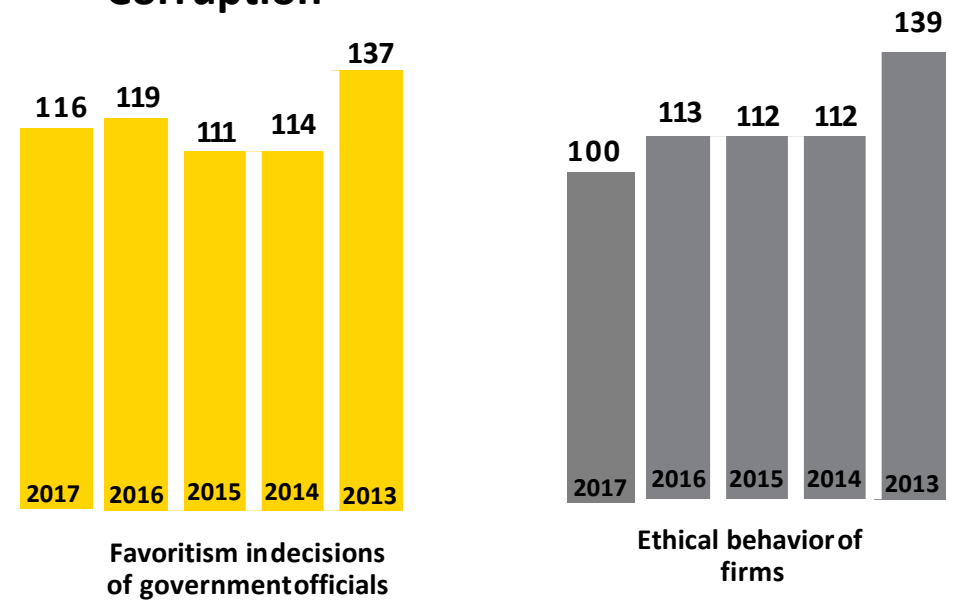
Most problematic factors for doing business in Romania\*:

\* Global Competitiveness Index, 2017-2018, World Economic Forum

## Inefficient government bureaucracy



## Corruption





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# IT'S ABOUT IMPACT

*"I like these people. I like that what we do is visible. I believe that even more people will join us."*

Dragoş Roşca, Delta Asset Invest, RBL Summit 2015



# THE RESULTS

In between Summits, Romanian Business Leaders work together to implement these projects. Projects are lead by RBL members, have independent budgets and aim to become sustainable (in which case they turn into operations for the RBL Foundation) or simply achieve the purpose they were created for.

## **GOOD GOVERNANCE**

- Improvement of procedures for VAT registration
- Elimination of the stamp
- Business Angels legislation
- 6 barometers measuring the business environment's perception about public authorities' performance.



# THE RESULTS

## EDUCATION AND ENTREPRENEURSHIP



**200 +**  
entrepreneurs mentored



**300+**  
exquisite teachers nominated to be publicly recognized for the great job they are doing in developing the new generation of Romanians



**300+**  
rural entrepreneurs enrolled in a program for generating local development strategies for selected communes from 18 counties



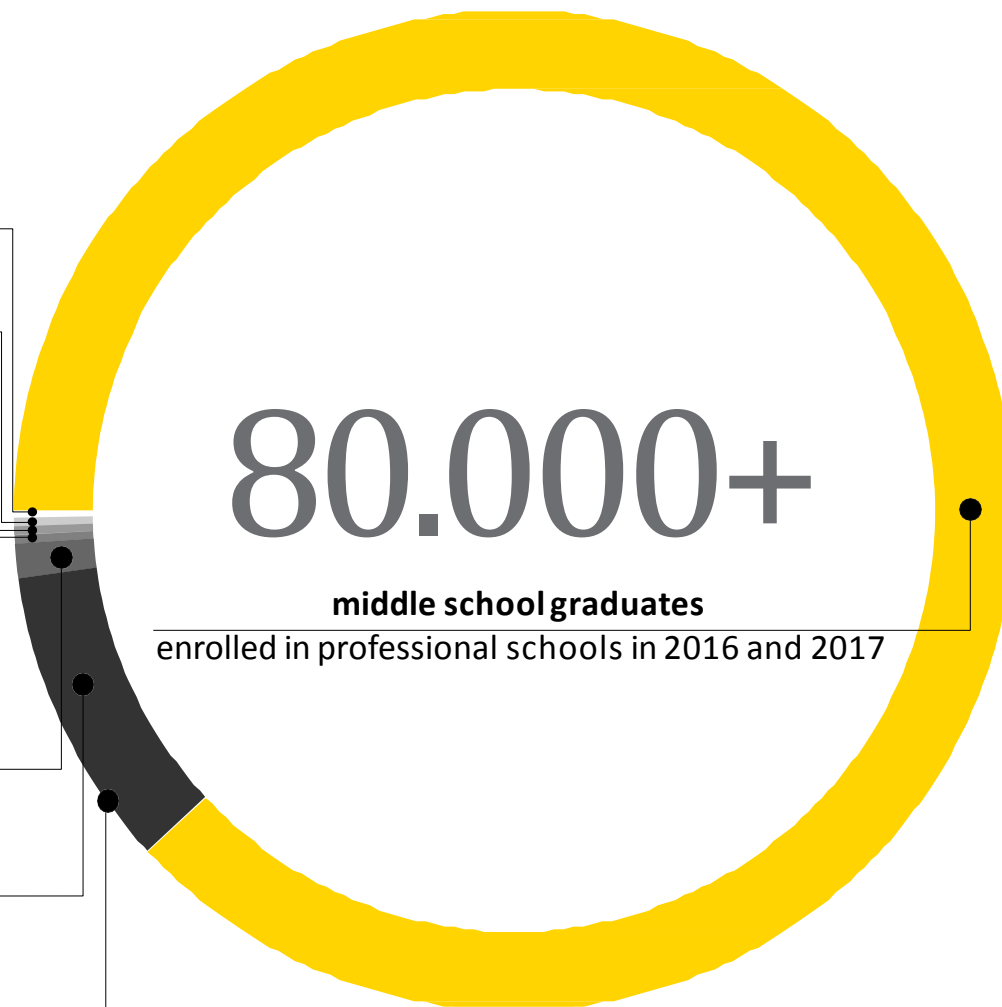
**400+**  
startups and scaleups trained in 60+ workshops for entrepreneurs from 5 cities – Bucharest, Cluj-Napoca, Craiova, Iași and Timișoara



**4,000+**  
Romanians from Italy, Spain, Great Britain, Ireland, France, Germany, Greece encouraged to startup a business in Romania



**6,770+**  
university & high school students from 37 cities in Romania and Republic of Moldova attending 54 conferences and startup generation workshops





# BE PART OF THE STORY

## WHO WHAT WHY

### 500 BUSINESS LEADERS

Meet Romania's change drivers – some of the most important entrepreneurs and executives in Romania who take personal responsibility to make Romania a better country to live in.

### HANDS-ON EXPERIENCE

In RBL, we are the "doers" and no longer wait for others to take action. The moment when members initiate projects undertaken by RBL is the Summit. In dedicated sessions, they propose ideas for action in three directions: (1) entrepreneurial culture, (2) education and (3) good governance.

### BELONG AND CELEBRATE

Be part of an impactful community that promotes integrity, altruism and trust in Romania and acts according to these values.



# WHO WE ARE?

RBL is one of the most representative communities of entrepreneurs and leaders of Romanian companies. The organizations they run produce over 10% of Romania's Gross Domestic Product and employ over 50,000 Romanians.

We work and we like to spend time together because we are guided by common values. The foundation of our values is trust in Romania. Otherwise, we would have chosen to live elsewhere in the world. Then comes altruism, from the belief that the welfare of society can only be achieved by working together and helping each other. Integrity is the filter of honesty and good faith in RBL. Without it, confidence disappears. Finally, it is the action that embodies all of our energy and good intentions.



# HOW WE WORK

## THE COMMUNITY

After the Summit, the people who proposed the projects started to organize themselves. One of the projects aimed directly at coagulating the business community. In July 2012, one year after the Summit, the RBL Club was officially launched. Over time, members began to get to know each other personally and became the soul of RBL. They are the source of energy that fuel the Foundation's actions. Only they have the right to initiate projects.

## PROJECTS

In RBL, we are the doers and we no longer wait for others to take action or for things to happen by themselves. The moment when members initiate projects undertaken by RBL is the Summit.

In dedicated sessions, they propose ideas for action in three directions: (1) entrepreneurial culture, (2) education and (3) good governance. Ideas are voted on the spot by the community and become projects if they have adherents who commit in the initial team that assumes to implement them. Today, RBL has 8 projects.

## PUBLIC POLICIES

RBL is advocating in a healthy and beneficial way for the Romanian society and business environment, in education, entrepreneurship and taxation. RBL is one of the founding members of the Romanian Development Coalition, together with other representative business organizations in Romania.



# RBL Summit 2018

At the 2017 Summit we were talking about a context of uncertainty. We were wondering what was going on in the country, in Europe, in the world. In 2017, we all lived the same reality dominated by paradoxes.

- How do we make Europe the "prize-winners" of economic growth, but the predictability for the business environment is at alarmingly low odds?
- How do we import labor, when we have over 4 million Romanians who still choose to live elsewhere than at home?
- Why do we continue to educate young people until now that most studies show us that the jobs of the future are hardly correlated with what is being taught today?



# 100 Questions that bring us TOGETHER

Meanwhile, Romanian entrepreneurs and executives refine themselves in fires, instead of doing what they know and what they are good at: to create value, to innovate and to develop business.

It's time to rise above the fires, and 2018 to be a year of Reflection and Vision. We will stop running and we will ask ourselves what are the moments that have brought us to the point where we are today: people, society and business.

So how do we rebuild trust? How do we restart substantive debates in society, based on sound arguments and not on errors of thought? What do we have to do and what can we do TOGETHER?

On March 15-16, at the RBL Summit, we re-write the questions that really matter. We turn to essence. What question is the most relevant for you about at this moment?



# THE FOUNDATION

The Romanian Business Leaders Foundation was founded in July 2011. Its objective is to connect leaders from the private sector in a productive manner, to make Romania a better country for business. In this way, it will become a better country for all its citizens.

The Foundation is managed by a board which includes:

Dragoş ROŞCA (chairman at Delta Asset Invest, President of the board)

Dragoş PETRESCU (president at City Grill Group, Advocacy VP of the board)

Marius ŞTEFAN (CEO Autonom, Community VP of the board)

Mădălina MARCU (philanthropy advisor, Association for Community Relations)

Mihaela PERIANU ( entrepreneur, CEO of AIMS Human Capital Bucharest & Dale Carnegie Training)

Măriuca TALPEŞ (CEO Intuitext, board member & co-founder Bitdefender)

Dan BERTEANU (managing partner, Equatorial Lucian BUTNARU (entrepreneur, CEO- ZebraPay, ex-CEO of Tech Team, software developer)

Felix DANILIU (Executive Director Mid Corporate and Public Sector - Raiffeisen Bank Romania)

Dan ISAI (owner, SaladBox)

Dragos NEACŞU (CEO Erste Asset Management)

Sergiu NEGUŢ (business angel & developer)

Felix PĂTRĂŞCANU (entrepreneur, co-founder FAN Courier)





# OUR PROFILE

We are a community that promotes and lives up to four core values:

**INTEGRITY • ACTION • ALTRUISM  
CONFIDENCE IN ROMANIA**



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**What is the most relevant  
question for you?**

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