



MARKET OF AGRICULTURAL EQUIPMENT AND MACHINERY IN ROMANIA

SECTOR FOCUS: SPRAYERS

**a DEMO sector brief by
FRD Center**

GENERAL OVERVIEW of the Romanian agriculture
IMPORTS of agricultural equipment and farm machinery
MANUFACTURING of agricultural and horticultural sprayers
IMPORTS of agricultural and horticultural sprayers
BRANDS of agricultural and horticultural sprayers
IMPORTERS of agricultural and horticultural sprayers





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Sources consulted for this report: business mass media, the companies, official sources

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GENERAL OVERVIEW of the Romanian agriculture

Romania is one of the main major producers of agricultural output in Europe. The contribution of agriculture, forestry and fishing to the nominal value of the GDP in Romania was of 5.6% in 2013.

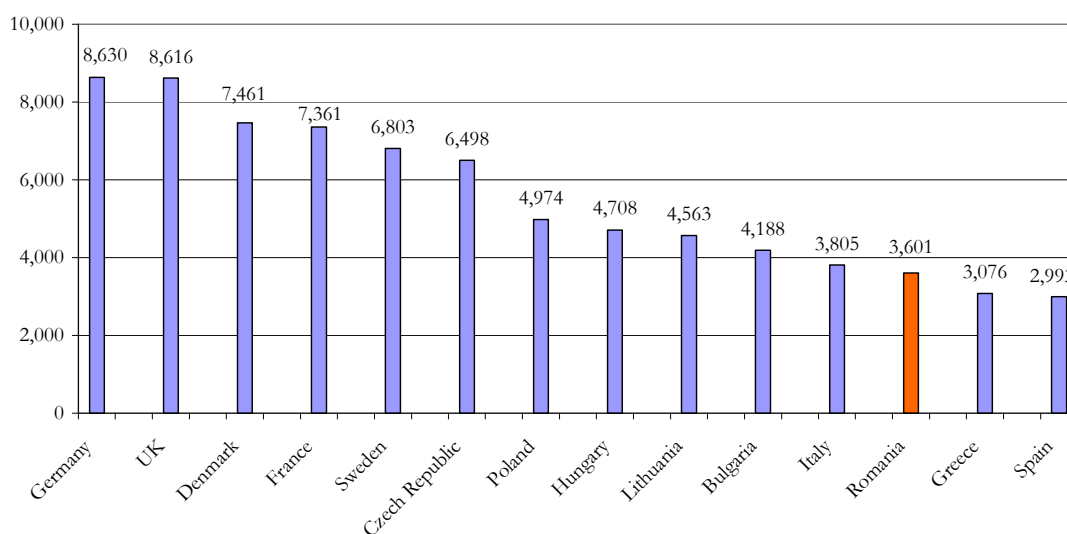
In 2014, the cereal grains output was of 21.6 million tonnes, up by 3.4% y-t-y, out of which 7.46 million tonnes wheat and over 11.73 million tonnes of corn (grain maize). Romania is the 2nd most important producer of grain maize in Europe, after France, who reports an average of 8 tons/ha.

In 2014, the area cultivated with grain maize and the area cultivated with wheat represented 45.9% and 39.0% of the area cultivated with cereals for grains, respectively. The production of cereals for grains increased by 3.4% as against the previous year, due to the increase of the yields per hectare (average yield), as follows: maize grains (+7.2%), barley and two-row barley (+6.3%), wheat (+3.8%) and oats (+1.5%).

Romania has a territory of 23.8 million hectares, out of which an agricultural area of some 14.7 million hectares. There are approximately 3.9 million agricultural holdings in Romania, with the average surface of 3.4 hectares each.

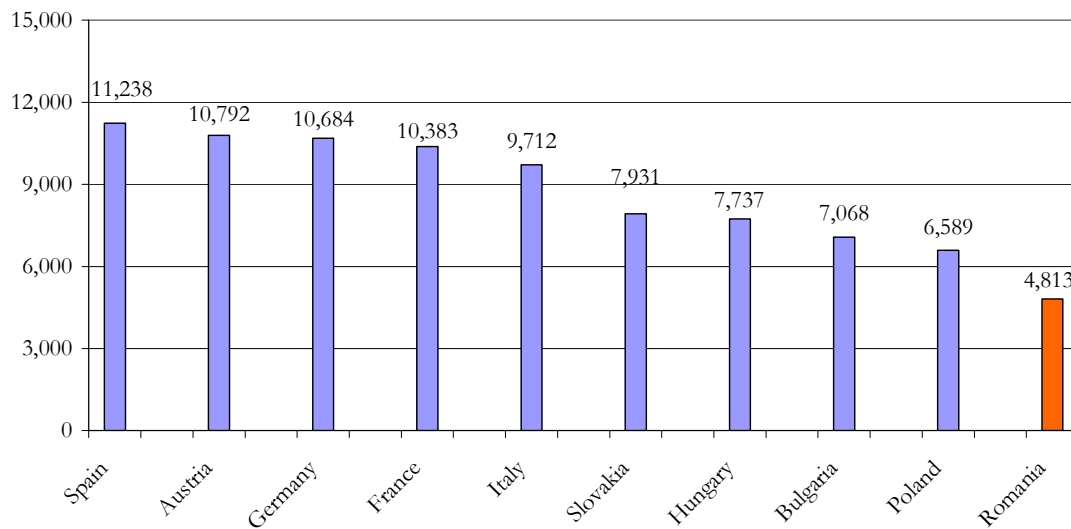
In 2014, Romania occupied the 5th place considering the area cultivated with wheat, after France, Germany, Poland and Spain. In regards to wheat output, Romania was ranked 5th, after France, Germany, United Kingdom and Poland. Considering the yield, Romania is among the lower yield per hectare wheat cultivating Member States.

Wheat yield (kg/ha) in Romania and in the main EU Member States in 2014

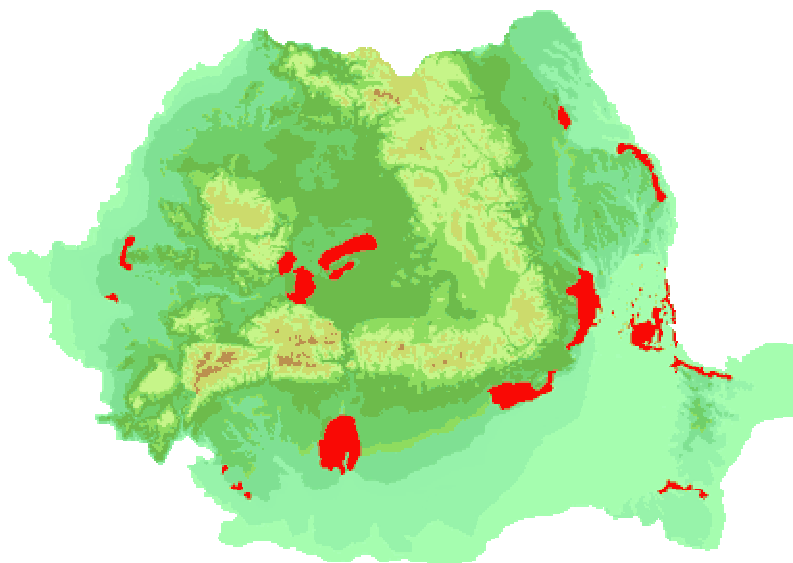


Romania occupied the 1st place for the area cultivated with maize and the 2nd place for production, after France, due to an inferior yield. Otherwise, the maize yield achieved by Romania is the smallest compared to the one achieved by the main maize cultivating Member States.

Maize yield (kg/ha) in Romania and in the main EU Member States in 2014



The total area cultivated with vines in Romania in 2013 has been of approximately 180,000 hectares in various regions traditionally known for their wine production: Podisul Transilvaniei, Dealurile Moldovei, Dealurile Munteniei & Olteniei, Dealurile Banatului, Dealurile Crisanei & Maramuresului, Colinele Dobrogei and Terasale Dunarii - in red in the map below.





There are approximately 200 wine producers in Romania. The main grape growers and wine producers on the domestic market are: Murfatlar, Cotnari, Jidvei, Vincon and Tohani.

Through the National Support Programme 2014 - 2018, the annual amount of the EU financial support to Romanian producers in the wine sector is 47.7 million EUR. The measures included in the programme are: Restructuring and conversion of vineyards; Wine promotion; Harvest insurance; Investments, Product distillation.

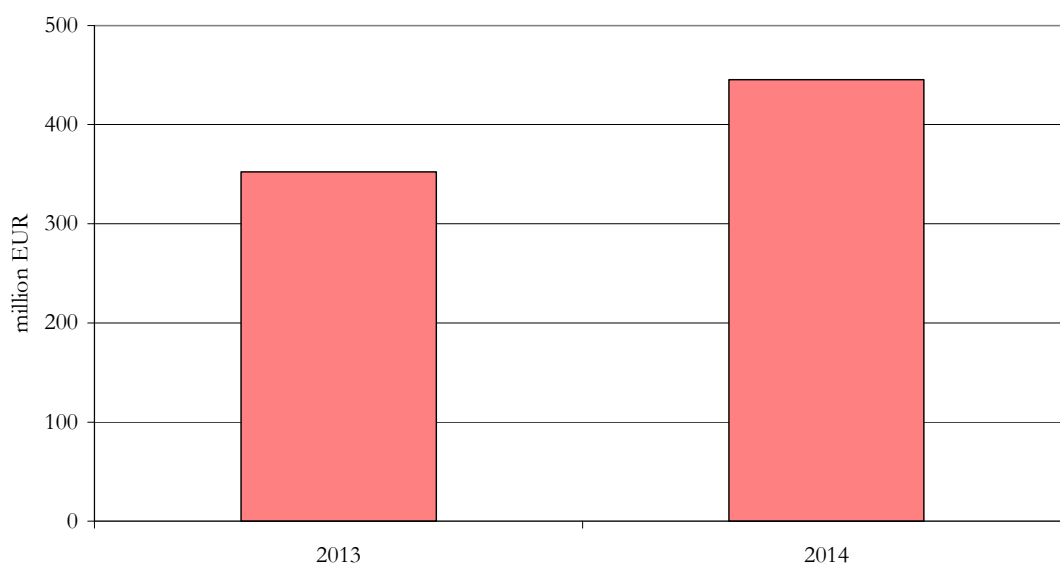
Through the National Support Programme 2009 - 2013, Romania has absorbed 100% of the available EU funds. Much of this funding has been used to modernise production equipment and storage facilities, mainly using imported units, installations and equipment.

IMPORTS of agricultural equipment and farm machinery

Currently, Romanian agricultural output relies mainly on imported machinery and agricultural equipment.

The imports of tractors have recorded in 2014 over 445 million EUR, up by some 27% compared to 2013, while the imports of ploughs have registered almost 11 million EUR in 2014, up by approximately 24% compared to 2013.

Imports of tractors in Romania, during 2013 - 2014

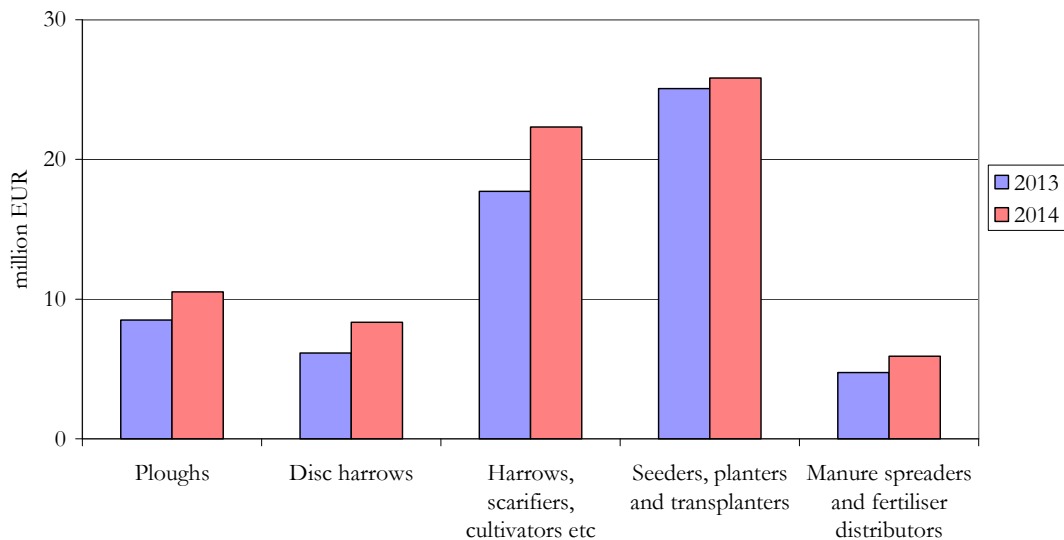




The imports of disc harrows have gone up by 36% reaching almost 8.5 million EUR in 2014 while the Romanian imports of harrows (other than disc harrows), scarifiers, cultivators, rotovators, weeders and hoes have recorded over 22 million EUR in 2014, up by 26% compared to 2013.

Seeders, planters and transplanters from imports have recorded almost 26 million EUR in 2014 in Romania, up by 3% compared to the previous year. The imports of manure spreaders and fertiliser distributors have gone up by 25% in 2014 compared to 2013, registering a value of approximately 6 million EUR.

Imports of agricultural machinery in Romania, during 2013 - 2014



The Romanian imports of agricultural or horticultural mechanical appliances, whether or not hand-operated, for projecting, dispersing or spraying liquids or powders have registered over 16 million EUR in 2014.

At the end of 2013 the fleet of agricultural machinery in Romania was counting:

- 191,301 tractors
- 24,622 cereals harvesters
- 152,031 plows
- 92,118 disc harrows
- 74,805 different types of drills
- 10,225 balers
- 85,818 tractor trailers



About 71.3% of the total number of registered tractors and about 65.8% of total cereals harvesters operating in Romania have the normal functioning duration overdue. Therefore there is a great need and demand for agricultural machinery and equipment.

MANUFACTURING of agricultural and horticultural sprayers

The volume of local production of agricultural and horticultural sprayers is low.

There are some manufacturers of agricultural equipment that also produce, in a very limited amount, agricultural and horticultural sprayers. These are: MAT Craiova, Ruris Impex, Tehnofavorit, Servoplant and MAT Magrit.

Some of the types / brands are:

- MSLV 500 carried sprayer manufactured by MAT Craiova
- MSLV 1000 towable sprayer manufactured by MAT Craiova
- A303 carried sprayer manufactured by Ruris Impex
- ATOM 400 carried sprayer manufactured by Tehnofavorit
- ATOM 1000 towable sprayer manufactured by Tehnofavorit
- ATOM 1500 towable sprayer manufactured by Tehnofavorit
- MS2 towable sprayer manufactured by MAT Magrit

IMPORTS of agricultural and horticultural sprayers

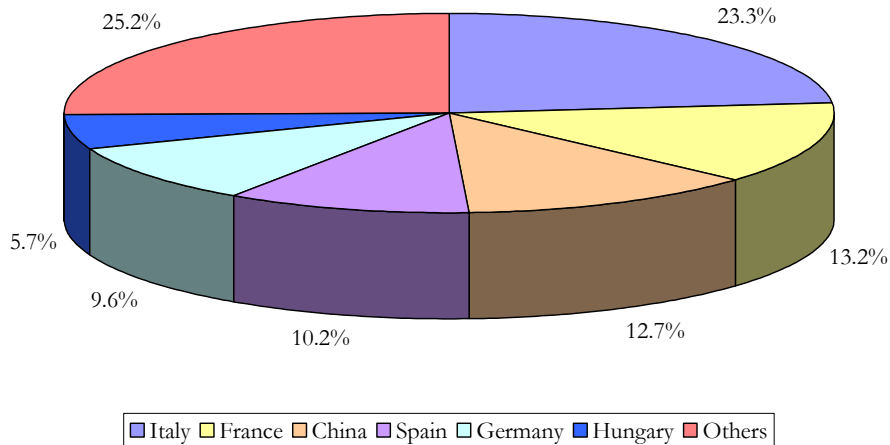
The market of agricultural sprayers in Romania is dominated by imported products.

The Romanian imports of agricultural or horticultural mechanical appliances, whether or not hand-operated, for projecting, dispersing or spraying liquids or powders have registered over 16 million EUR in 2014.

In 2014, Romania has imported agricultural or horticultural mechanical appliances, whether or not hand-operated, for projecting, dispersing or spraying liquids or powders mainly from:

- Italy: approx. 3.8 million EUR
- France: approx. 2.1 million EUR
- China: approx. 2 million EUR
- Spain: approx. 1.6 million EUR
- Germany: approx. 1.5 million EUR
- Hungary: approx. 0.9 million EUR

Imports of agricultural or horticultural mechanical appliances, whether or not hand-operated, for projecting, dispersing or spraying liquids or powders in Romania in 2014, per origin countries



BRANDS of agricultural and horticultural sprayers

The offer of the imported brands of agricultural and horticultural sprayers in Romania is diversified.

Some examples of brands of towable and suspended sprayers available on the Romanian market are:

- Caffinni, MM, Ricosma, Florida, Osella, Ideal, Unigreen, Projet (Italy)
- Calvet (France)
- Mankar (Germany)
- Tecnomia (Spain)
- Hardi (Denmark)
- Agromehanika (Slovenia)

IMPORTERS of agricultural and horticultural sprayers

The users of agricultural and horticultural sprayers in Romania acquire this type of machinery mainly from domestic importer-distributors.

Some significant importer-distributors of agricultural sprayers in Romania are: NHR Agropartners, Agrowest-BMB, Agrosez Com or Motor Force Impex. Apart from agricultural and horticultural sprayers, they import and distribute various other types of agricultural machinery and equipment.



Importer-distributor	Sales in 2013	Imported brands of sprayers
NHR Agropartners	14.1 million EUR	Hardi
Agrowest-BMB	2.6 million EUR	Caffinni
Agrosez Com	1.3 million EUR	Karaova
Motor Force Impex	1.3 million EUR	Solo

Usually, the main importer-distributors of agricultural machinery on the domestic market provide integrated services: selling of agricultural equipment, selling of spare parts, service, consulting and financial facilities.

The main importer-distributors of agricultural machinery in Romania have distribution networks that cover the entire country.

In the decision to purchase agricultural sprayers, the most important criterion is the price. Furthermore, the Romanian customers are interested in the product quality and the terms of payment.

For tailored market research and B2B matchmaking in Romania and the region, please feel free to contact us directly.

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