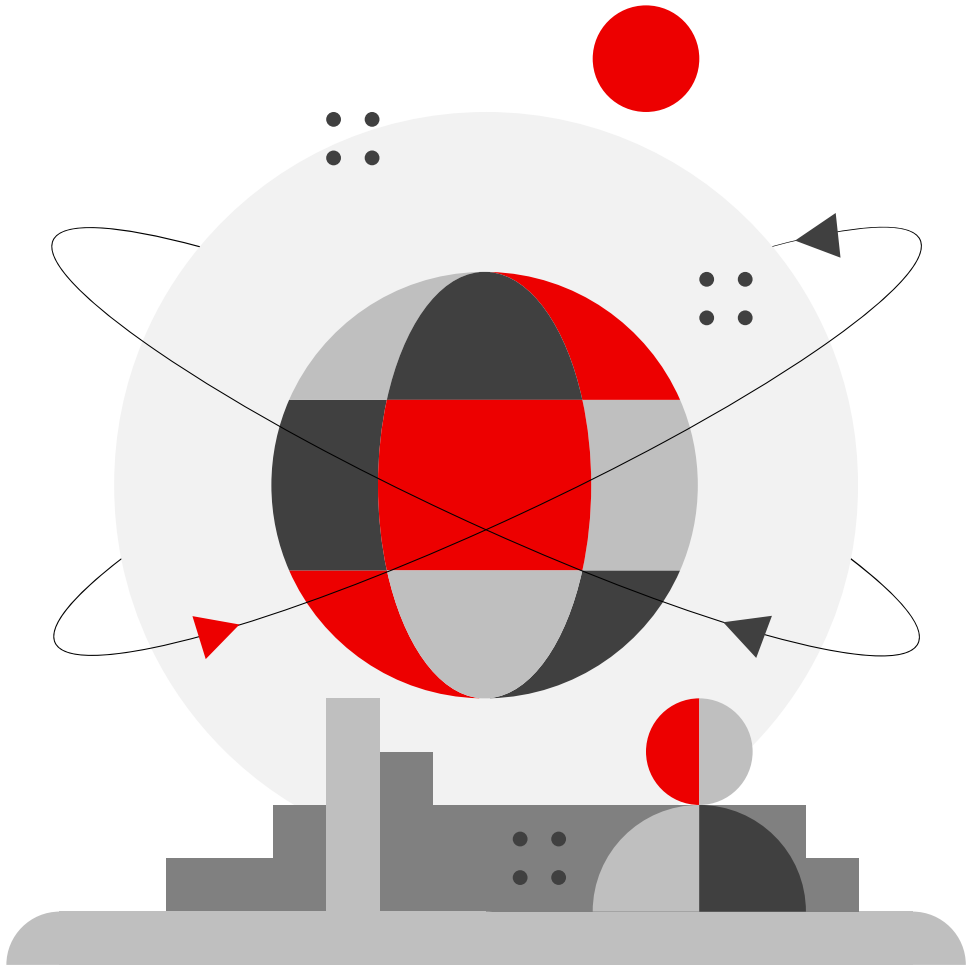
Norway
grants

Romania
Green Business and Innovation

18.11.2026 - Bucharest

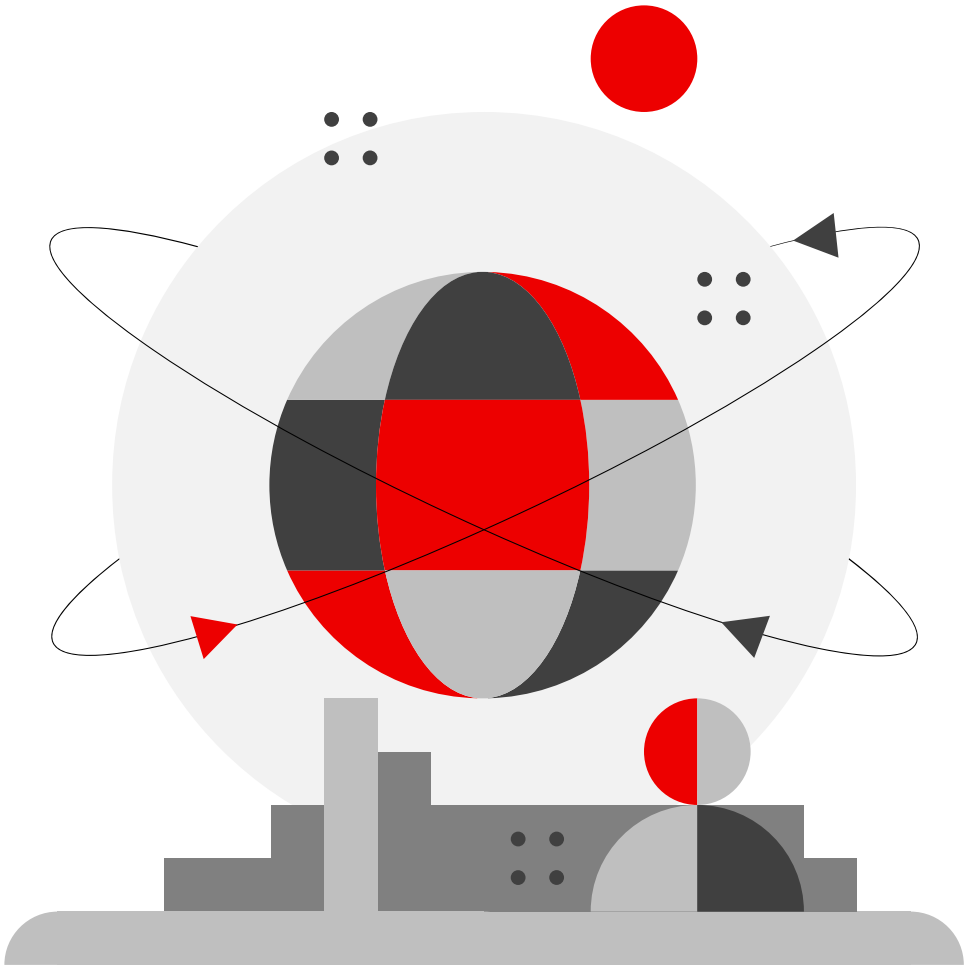
Moderator: Magnar Ødelien



Innovation Norway

Norway
grants

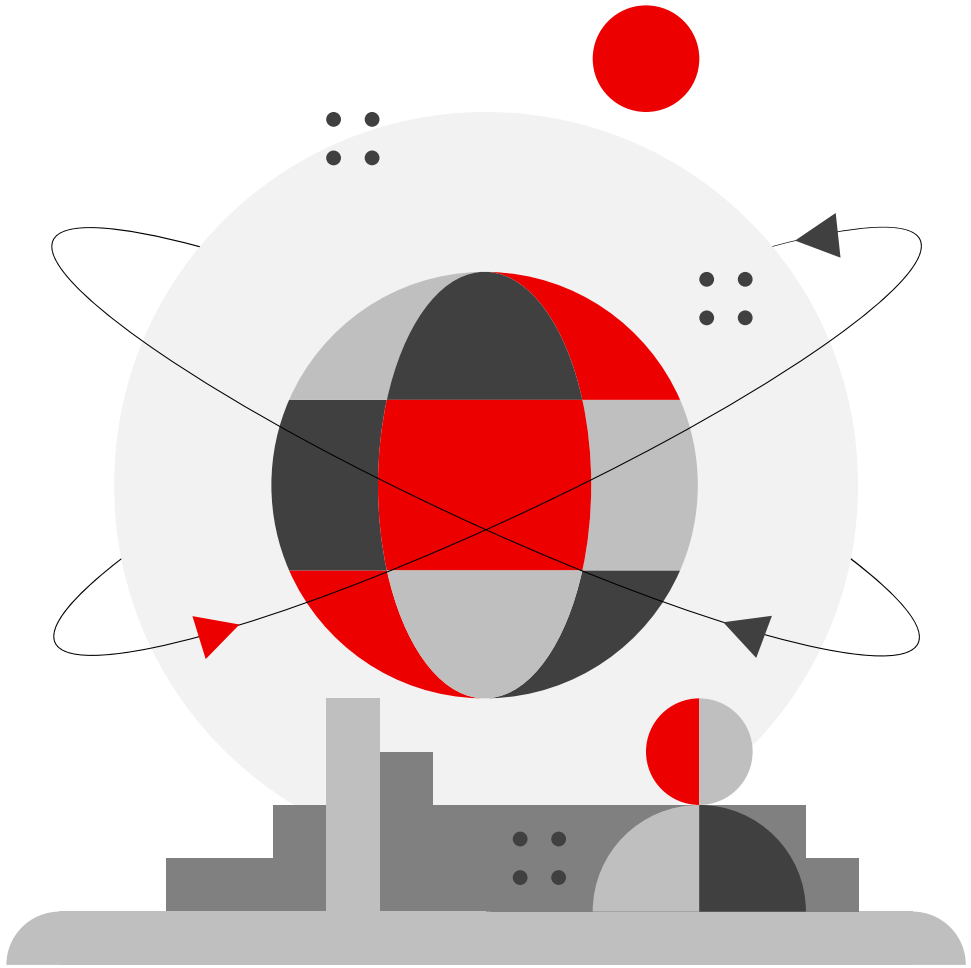
H.E. Ambassador
Hilde Svartdal Lunde
Royal Norwegian Embassy



Innovation Norway

Norway
grants

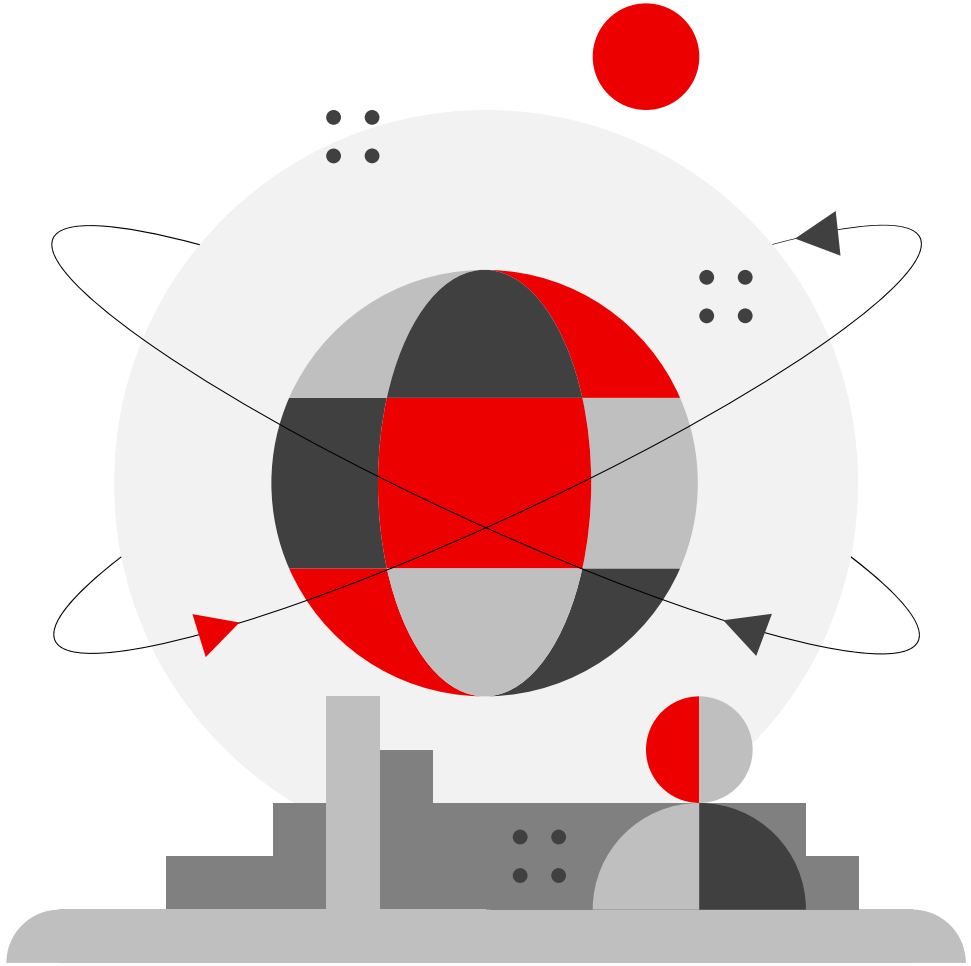
Ms. Elisabeth Svanholm Meyer
EVP Division Tourism and Special Assignments
Innovation Norway



Innovation Norway

Norway
grants

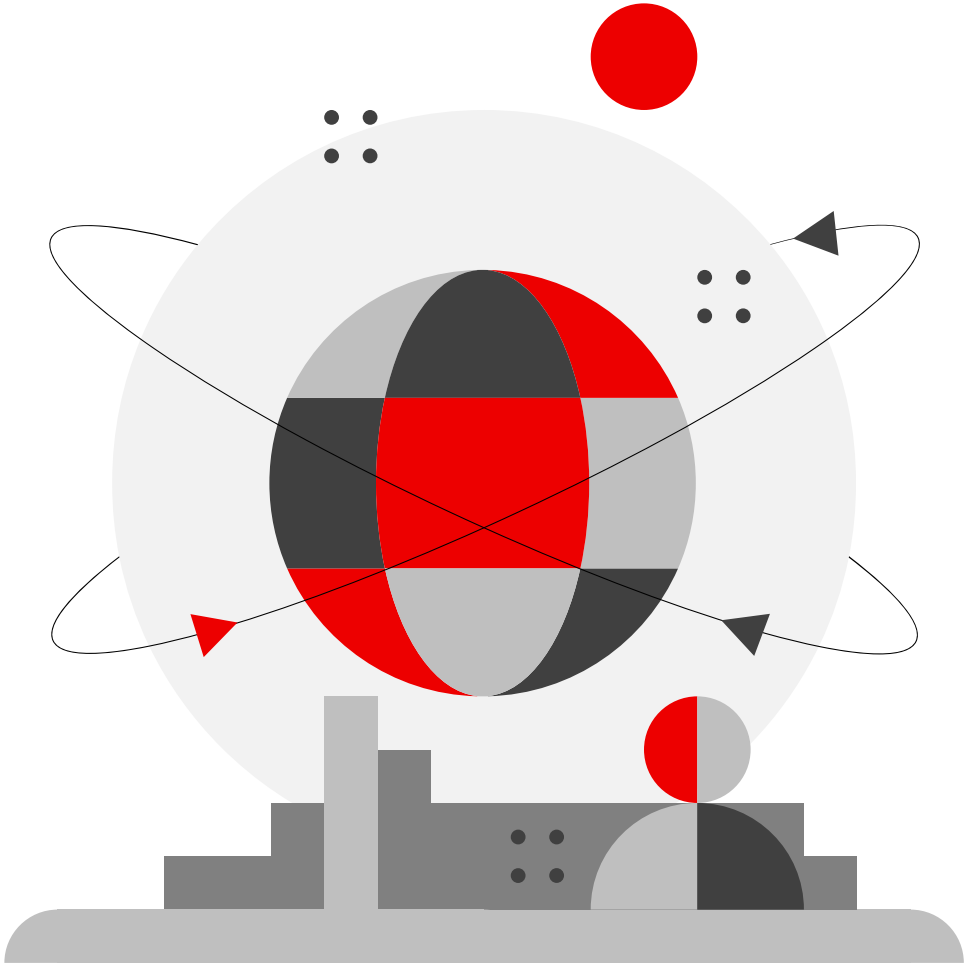
Ms. Claudia Vasilca
General Director – National Focal Point
Ministry of Investment and European Projects



Innovation Norway

Norway
grants

Mr. Alexandru Mitroi
Head of Projects Implementation at InvestRomania
Romanian Agency for Investment and Foreign Trade



Innovation Norway



investromania
a strategic choice

Romania,
your next business destination

***Prepared for*:**
Green Business Innovation Program in Romania / Innovation Norway 18.11.26

Presented by:
Mr. Alexandru Mitroi – Head of Projects Implementation/ InvestRomania



Romania - Country overview



Area:
238,391 km2

Capital:
Bucharest



Currency: RON
RON/EUR: 4.9204
RON/USD: 4.1604
(averages 2021)



Population:
19.1M

(1st Jan 2021)

Bucharest Metropolitan Area: **~3M**

2025

GDP	**376 Bn €**
GDP growth	**0.7%**
FDI flows	**7.91 Bn€**
FDI stock	**134.82 Bn €**

2004 - NATO membership

2007 - EU membership

2019 - EU Presidency



At the crossroad of tree large markets: EU, CIS and Middle East.
Bridge between East and West for 500M consumers market.
Romania is located in the GMT+2 time zone.

investromania
a strategic choice

Romania - opportunities for foreign investors

	INDUSTRY SIZE	KEY PLAYERS	KEY PROJECTS
AUTOMOTIVE 	**35 Bn €** **220 000 empl**	RENAULT, DACIA, Ford, FORD OTOSAN, DAIMLER, nokian TYRES, Continental, BOSCH, PIRELLI	• **Ford** 200 M € investment for production of new model • **Nokian 500 M** € investment • **Continental** 175 M € investment in 2017 • **Daimler** 250 M € in 2018 investment for gear boxes
WHİTE GOODS 	**2.5 Bn €** **13 000 empl**	Miele, Electrolux, DeLonghi, APGIS Electroarges, KÄRCHER, KabluTronik, AKIM METAL, arçelik	• **Arçelik** 300 M € • **DeLonghi** 140 M € • **Electrolux** 40 M € • **Karcher -** 35 M € • **Zoppas Timis –** 50M €
IT 	**30 Bn €** **235 000 empl**	ORACLE, IBM, VECTOR, Bitdefender, Microsoft, SIEMENS, Deutsche Bank, avangate	• **Siemens** developed software for the Mars Rover robot • **Deutsche Bank** invested EUR 40m • **LiveRail** was acquired by Facebook for EUR 600m
AGRO BUSINESS 	**20 Bn €**	Orkla Foods Romania, TRANSAVIA, Smithfield, aldahra holding, Aaylex, DN agrar, AGRICOVER	• **Al Dahra est.** 250 M € • **Smithfield** 500 M € • **Transavia** 150 M € • **Aayxlex** 50 M € • **DN Agrar** Group

Source: ACAROM - The Romanian Automotive Industry,; KeysFin – Romania software industry; OPIAR – The Romanian Aerospace Industry 2020 (calculated values)

investromania
a strategic choice

Opportunities and possible projects in the ITC sector



Key figures:

1. **2006 - Entered on the Ro market in Timisoara by an acquisition**
2. **2009 - opened the office in Sibiu**
3. **2021 – opened the office in Iasi**
4. **Employees – 700 persons** in **total and app 70 mill euro in turnover**
5. **Offices** in – Timisoara (300), Sibiu(270), Iasi (30)
6. **Acquisitions** – SmartBill, Keez – app 100 people

Main activities:

- **Visma Software (44 mil Euro turnover) – main activity for software development center and support (clients mainly outside Ro)**
- **Smart Bill (17 mil Euro turnover) –invoicing and account app in Cloud (clients in Ro)**
- **KEEZ (4.5 mil Euro turnover) – online accounting for smaller companies and freelancers in Ro**

VISMA - Specialists in Romania work on over 30 Visma products, in joint teams with colleagues from Denmark, Sweden, Norway, and the Netherlands. The areas covered include ERP, finance and accounting, payroll and HR, and procurement, as well as solutions for the public sector and education.

investromania
a strategic choice

Opportunities and possible projects in the Agro-Business sector



Orkla factory in IASI

Key figures:

1. **2002 - Entered on the Ro market in Bucharest / Orkla Romania is part of Orkla Foods Industries**
2. **2009 - opened the office in Sibiu**
3. **2021 – opened the office in Iasi**
4. **Employees –400 persons** in **total**



Logistics center of Orkla together with logistics partner

Orkla Romania – led by a complete team of Romanian managers presently, reached in 2025 a total turnover of 80million Euro. The total estimated investment app 90 mil Euro (to date) and app. 400 employees on the Romanian market and exports in over 20 markets. Factories in the following locations:

1. **Covasna (former Ardealul) and with the local brands (**Ardealul, Tomi, Bunătăți de la Bunica, LaMinut, Antrefrig, Hamé Select) and products which include: Canned goods, pâté, ketchup, mustard, confectionery creams
2. **Iasi** - Frozen pastry with local brands (Linco)
3. **Bucharest** -

investromania
a strategic choice



Communication skills

Languages studied by Romanian students

99 %

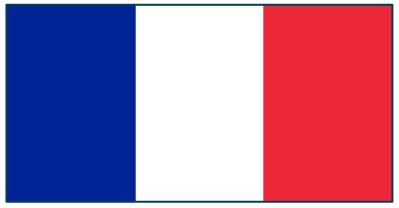
- 99% of Romanian high school students study two or more foreign languages
- Predominant languages: English, French, German and Spanish, yet initiatives for teaching Japanese, Nordic languages or the entire Latin language family.

University students in Romania are proficient in [% of total]:

90 %



26 %



17 %



8%



5%



(Source: ABSL, NIS, Eurostat)

investromania
a strategic choice

Centers of Excellence



RENAULT

delivery consortium



ELI – NP Magurele



BOSCH Cluj-Napoca



PORSCHE Engineering Romania / Cluj-Napoca



HELLA Technical Center Craiova



SONACA Turda



DAIMLER Sebes



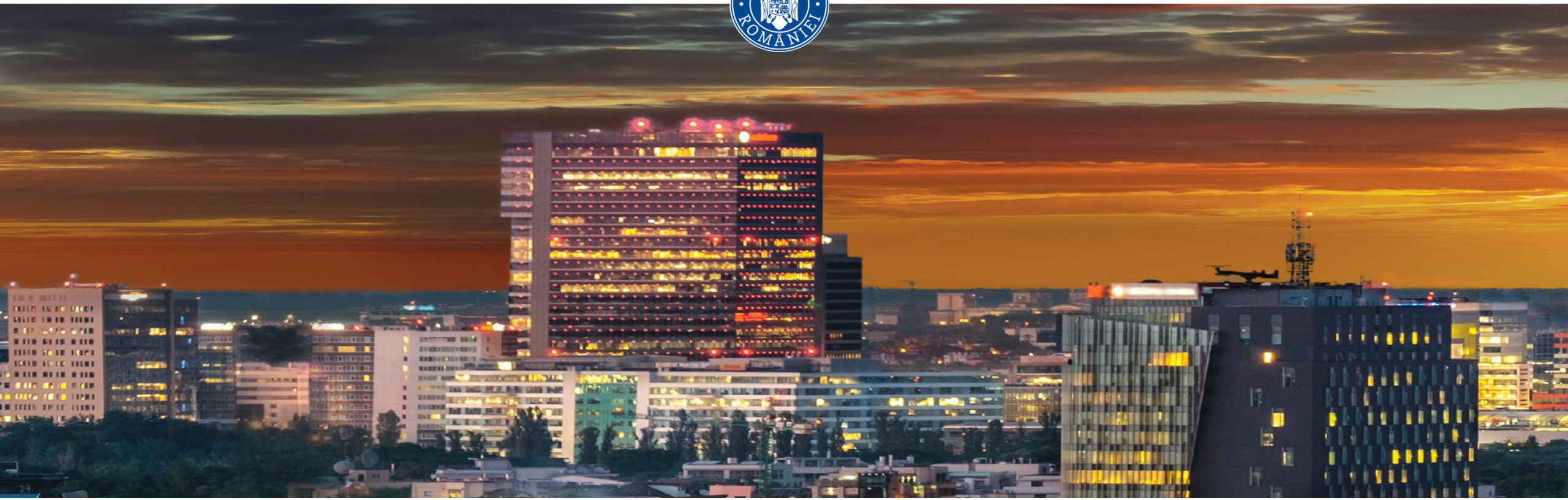
SIEMENS Cluj-Napoca

investromania
a strategic choice

InvestRomania in a nutshell

- “one-stop-shop” for foreign investors, assisting and advising international companies for project implementation in the country
- Promoting and facilitating foreign investment in Romania
- Main interface between foreign companies and central / local authorities
- Assisting worldwide entrepreneurs in project implementation
- Tailored and individually custom-made solutions for developing new or current units
- Consultancy and guidance during all stages of the decisional process (state aid & fiscal incentives)

investromania
a strategic choice

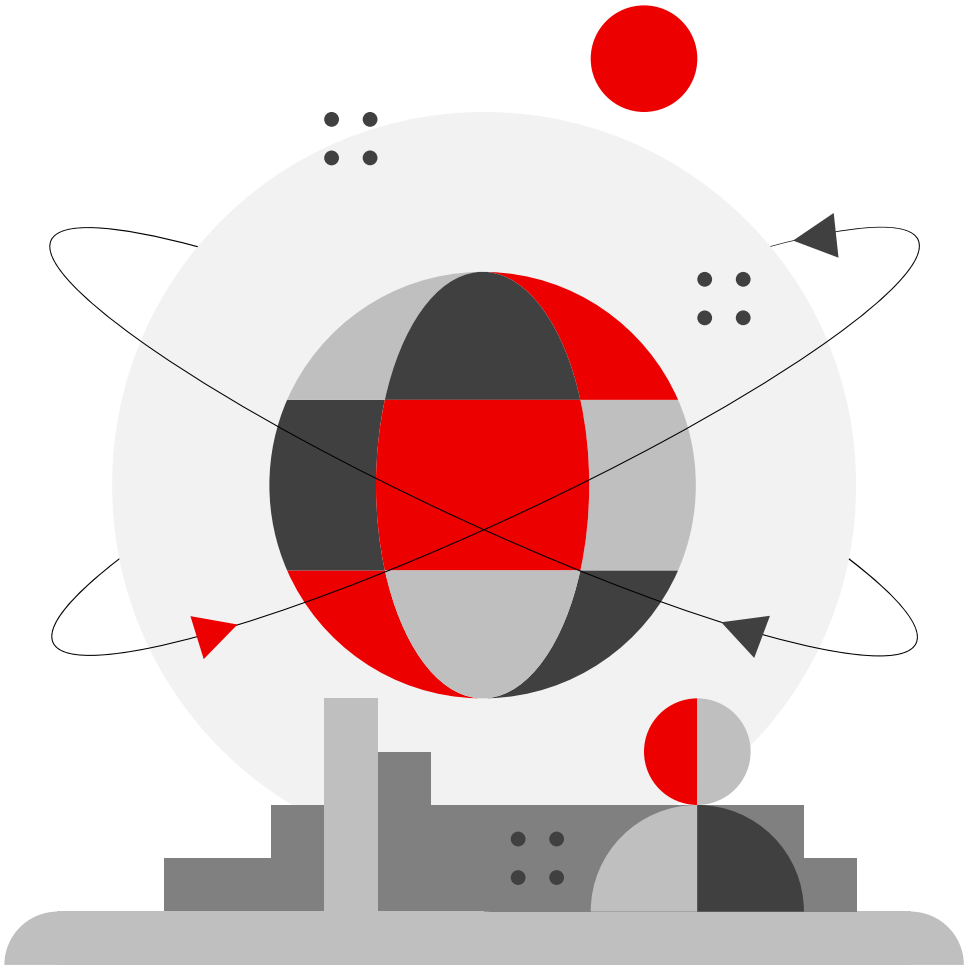


GOVERNMENT OF ROMANIA
Romanian Agency for Investment and Foreign Trade

9-11 Promoroaca Street, District 1, Bucharest, Romania
E-mail: office@investromania.gov.ro
Alexandru.Mitroi@investromania.gov.ro

Norway
grants

Green Business and Innovation Programme



Mihai Stefanescu – 18.11.2026

Innovation Norway

Norway
grants

What we will cover in the next minutes

01 **The programme**

€50M, one objective, four calls

02 **Call 1: Business Skills & Networking**

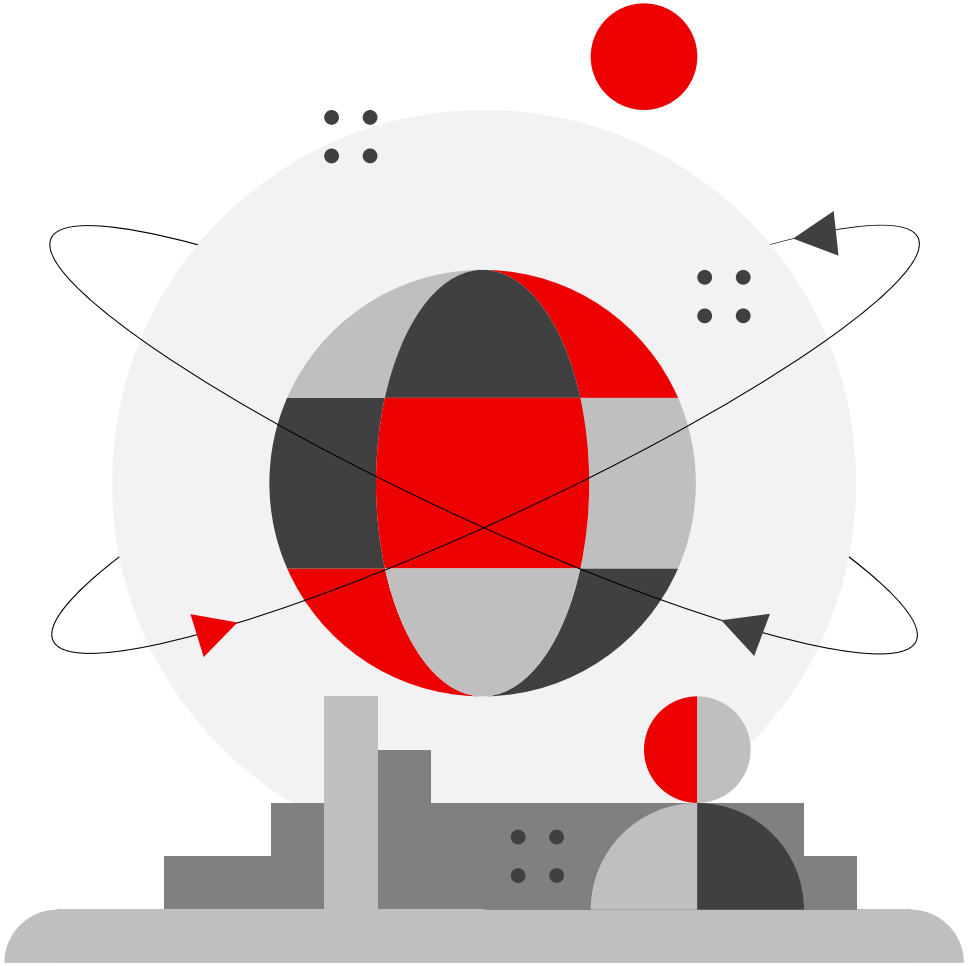
€3.0M, Norwegian partner required

03 **Call 4: Support for Female-led Businesses**

€4.0M, grants of €100k–€300k

04 **Your next steps**

Prepare, find a partner, apply



Innovation Norway

A €50 million programme for greener, stronger business

€50M total programme allocation

4 calls for proposals

€50k–€2M grant size, depending on the call

Up to 85% grant rate, not in every call

Norway grants

Innovation Norway

Green value creation and competitiveness

Greener

Invest in green and digital innovation that reduces environmental impact and modernises how companies operate.

More competitive

Build skills, business capacity, networks and market position. Funding alone is not enough.

THE PROGRAMME

We build on a proven track record

50+

new clean technologies developed

~120,000 t

of waste recycled every year

36

Norwegian partnership

Results of projects implemented in the 2014–2021 period

€43M

portfolio

8

calls

~350

applications

90

projects supported

Norway grants

Innovation Norway

Four calls, and Calls 1 and 4 open first

Call 1	Business Skills & Networking	€3.0M
Call 2*	Green Business Innovation & Competitiveness	€35.0M
Call 3*	Start-ups: Emerge & Scale	€4.1M
Call 4	Female-led Businesses	€4.0M

*Indicative allocations

PRESENTED TODAY

Calls 1 and 4

planned to open around the launch period.

Calls 2 and 3

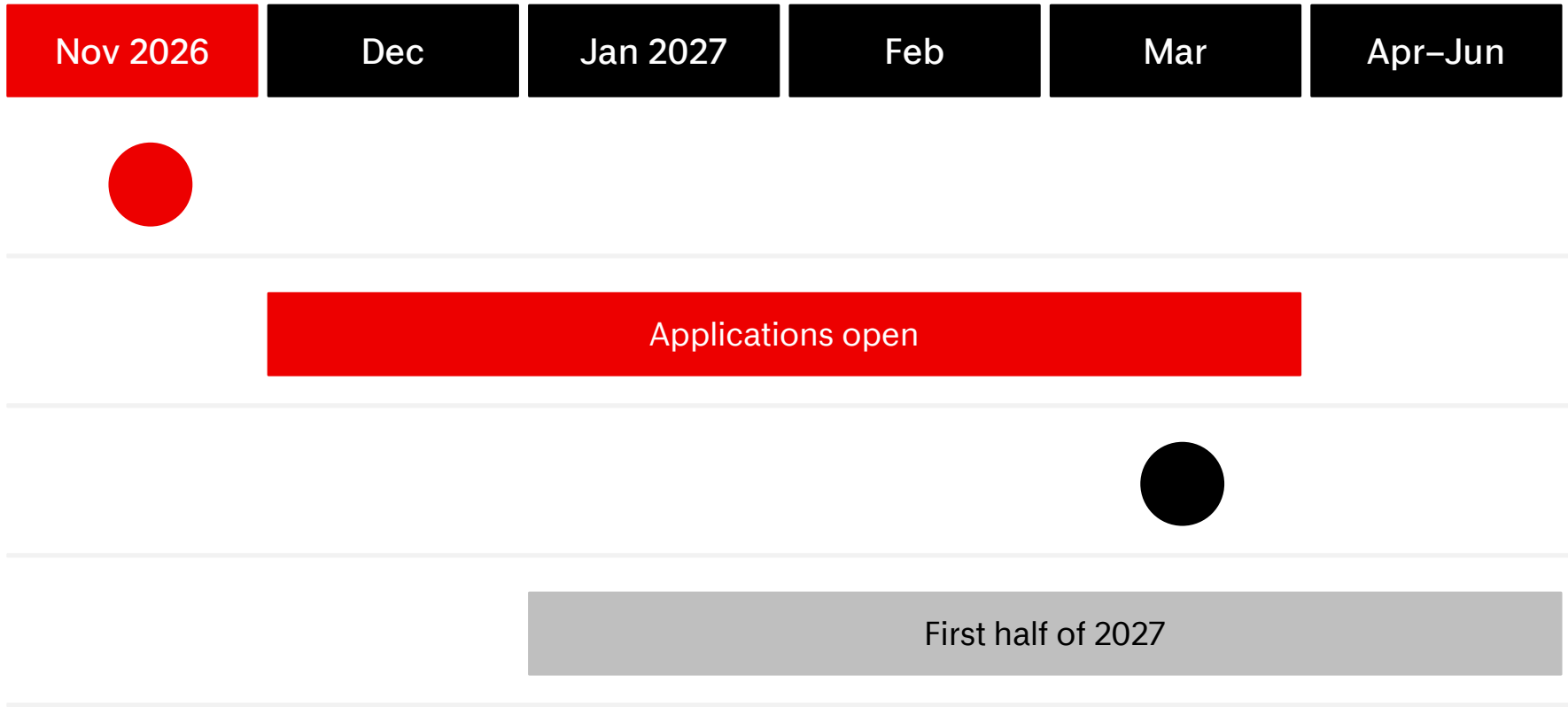
planned for the first half of 2027.

Who can apply and what a project can receive

Call	Who can apply	Norwegian partner	Grant per project
Call 1 Skills & Networking	Any public or private, commercial or non-commercial entity, including NGOs, established as a legal person in Romania; in operation for at least 1 year	**Mandatory**	**€50,000–€150,000**
Call 4 Female-led Businesses	SMEs registered in Romania, in operation for at least 1 year, managed by a woman who holds at least 51% of shares, economic interest and control	**Encouraged**	**€100,000–€300,000**
Call 2 Green Business Innovation	SMEs and large enterprises with under 25% public ownership; in operation for at least 3 years	Encouraged	€200,000– €2,000,000
Call 3 Start-ups	Micro and small enterprises, established between 6 months and 5 years before the deadline	Encouraged	€100,000–€300,000

Calls conditions are indicative until those calls are published.

Where we are and what comes next



Programme launch

18 November, Bucharest

Calls 1 and 4

open for applications

Calls 1 and 4

applications close

Calls 2 and 3

planned to open

Indicative dates, confirmed when each call is formally published: eeagrants.org/en/fmo/countries/romania

CALL 1

Business Skills & Networking

- **Norwegian partner is mandatory**

€3.0M indicative call allocation

15% minimum co-financing, in cash

€50k–€150k grant per project

12 months maximum project duration

Norway grants

Innovation Norway

CALL 1

The partnership is the project

Romanian applicant

Any legal entity in Romania, including clusters, business associations, hubs and chambers of commerce.

Norwegian partner

Mandatory. At least one legal entity from Norway, public or private, commercial or not.

Tripartite option

Add a partner from Ukraine or Moldova. Needs at least one Norwegian and one Ukrainian or Moldovan partner.

A partner is actively involved and contributes to the project. A consultant, contractor, supplier or service provider is not a partner.

Applicant rules: at least 1 year in operation; one application per call as promoter. A draft partnership agreement is submitted with the application.

CALL 1

What Call 1 funds: capacity, not equipment

Training and capacity-building

For enterprises, clusters, associations and NGOs on green and digital transition, circular economy, ESG.

Study visits and mentoring

Workshops, peer learning and knowledge sharing, designed as part of a change process.

Sustainability management

Introducing reporting frameworks and putting them into practice at enterprise level.

Matchmaking and B2B

Joint planning workshops and collaboration between Romanian and Norwegian entities.

Feasibility studies and pilots

Market assessments and concept development that prepare future investment.

Partnership-building

Establishing and internationalising bilateral partnerships, including Ukraine and Moldova.

Not funded: machinery and equipment, construction, pure R&D, running costs, advertising, grants to third parties, stand-alone conferences.

CALL 4

Female-led Businesses

€4.0M indicative call allocation

15% minimum co-financing, in cash

€100k–€300k grant per project

Up to 24 months maximum project duration (draft)

Norway grants

Innovation Norway

CALL 4

What a project can use

THE CORE

1 Investment in technology

Green, digital, energy and resource-efficient or circular technologies in production.

2 R&D and experimental development

New or improved products, services and technologies from Technology Readiness Level 5.

ACCOMPANYING MEASURES

3 Skills workshops and training
Build the competence to manage growth.

4 Mentoring and peer learning
Experienced mentors and peer exchange between female-led businesses.

5 Networking and forums
Events, clusters, international forums and fairs to reach new markets and partners.

Not eligible: work started before the grant award, routine operating costs, second-hand equipment, activities that significantly harm the environment.

What success looks like

EXPECTED OF EVERY PROJECT

Stronger business development capacity

A business that can grow, compete and become greener and more circular.

Mandatory for investment and R&D projects

Estimated revenue from new or improved products, services or processes (EUR)

Further indicators you choose and set targets for

- New or improved products or services ready for market
- Jobs created or sustained
- Greenhouse gas emissions avoided (tonnes CO2eq)
- People trained and entrepreneurs mentored, by gender

APPLYING

From idea to grant in five steps

1

Call published

Read the call text and guidelines. Applications are in English.

2

Submit online

Electronic portal only. One application per call; email is rejected.

3

Eligibility check

Rejected applicants can appeal within 10 working days.

4

Assessment

Applications are scored against the published selection criteria.

5

Award decision

Grant Offer Letter follows. The award decision cannot be appealed.

Disclose any consultant who helped you prepare the application.

Process as described in the draft Call 1 and Call 4 texts; the final texts apply.

Norway grants

Innovation Norway

BILATERAL COOPERATION

Norway is the multiplier: find your partner today

WHY A NORWEGIAN PARTNER

Call 1	A Norwegian partner is mandatory.
Call 4	A Norwegian partner earns additional points in selection when it adds value.
Value	Norwegian partners bring knowledge, technology, networks and market experience.

THIS AFTERNOON

14:00–16:00

1. Open your agenda on b2match
2. Send meeting requests to the people you want to meet
3. Arrive with a concrete need or offer, not only a grant idea
4. Presentations will be online after the event

Norway grants

Innovation Norway

NEXT STEP

Thank you!

Contact us:
Bucuresti@innovationnorway.no


Andreia Deliu


Mihaela Piroi


Mihai Toniuc


Mihai Stefanescu

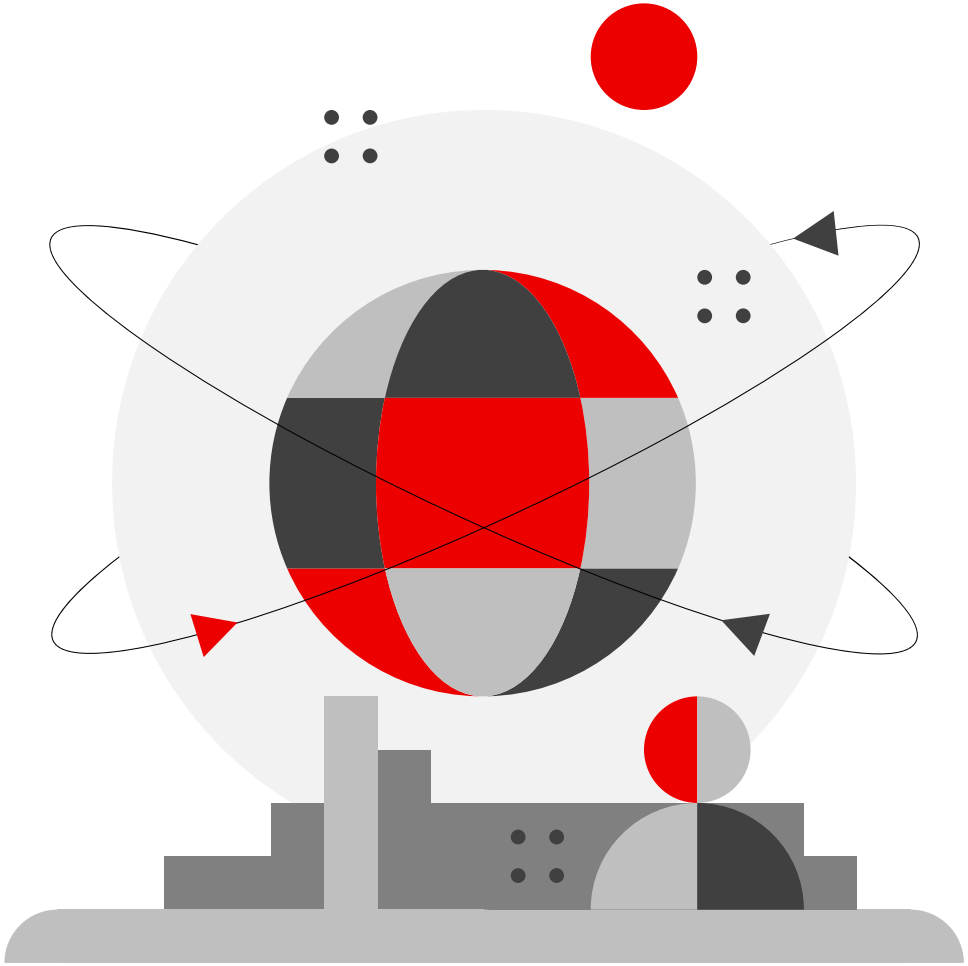

Ramona Costut

Norway grants

Innovation Norway

Norway
grants

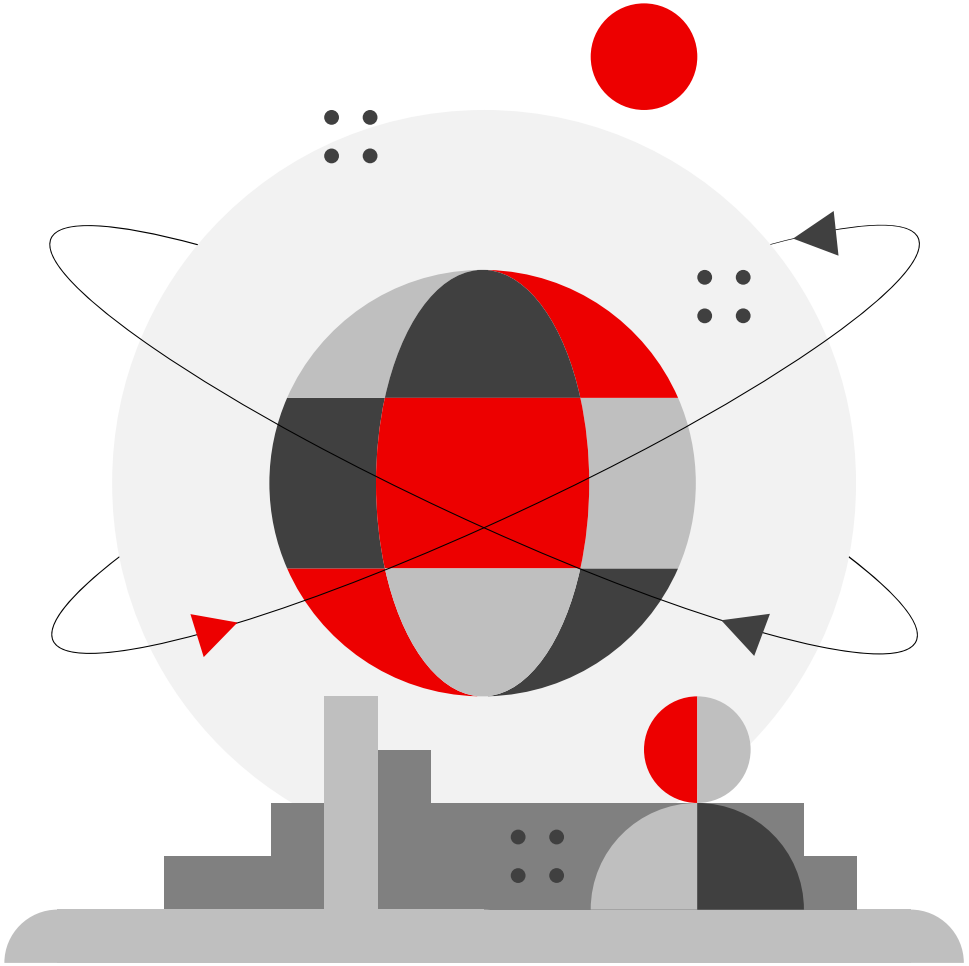
Project examples



Innovation Norway

Norway
grants

Ms. Diana Andritchi
Synaptiq



Start-up call

Innovation Norway

SYNAPTIQ
COLLECTIVE INTELLIGENCE

FROM IDEA TO IMPACT

SYNAPTIQ'S JOURNEY WITH THE EEA AND NORWAY GRANTS



Treatment options



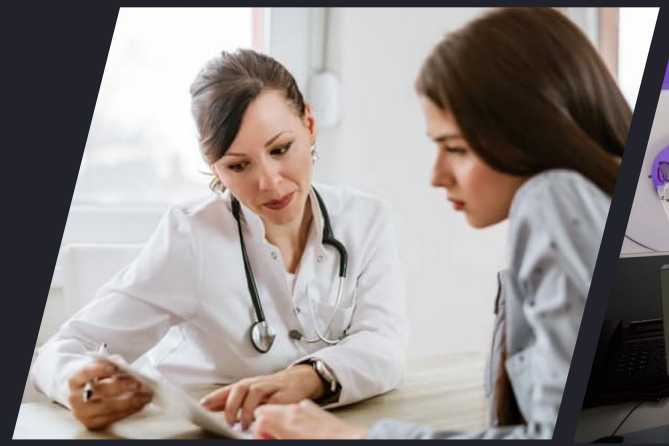
Chemotherapy



Radiotherapy

RT Workflow

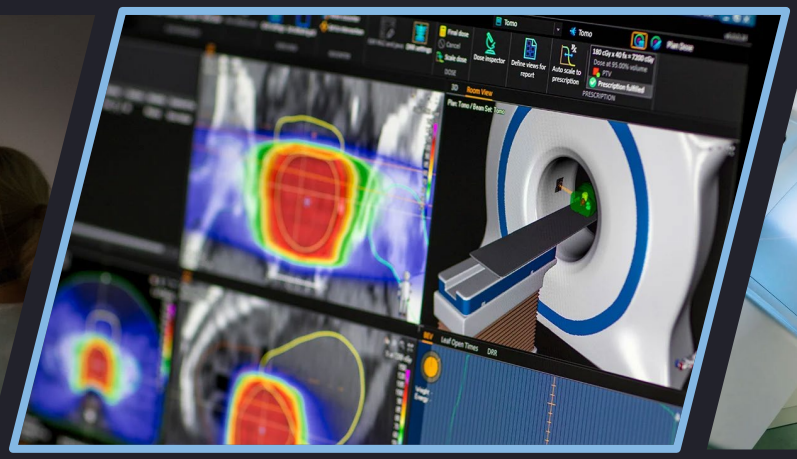
SYNAPTIQ
COLLECTIVE INTELLIGENCE



Consultation



Simulation



Treatment Plan



Treatment Sessions

SYNAPTIQ
COLLECTIVE INTELLIGENCE

Meet Mediq



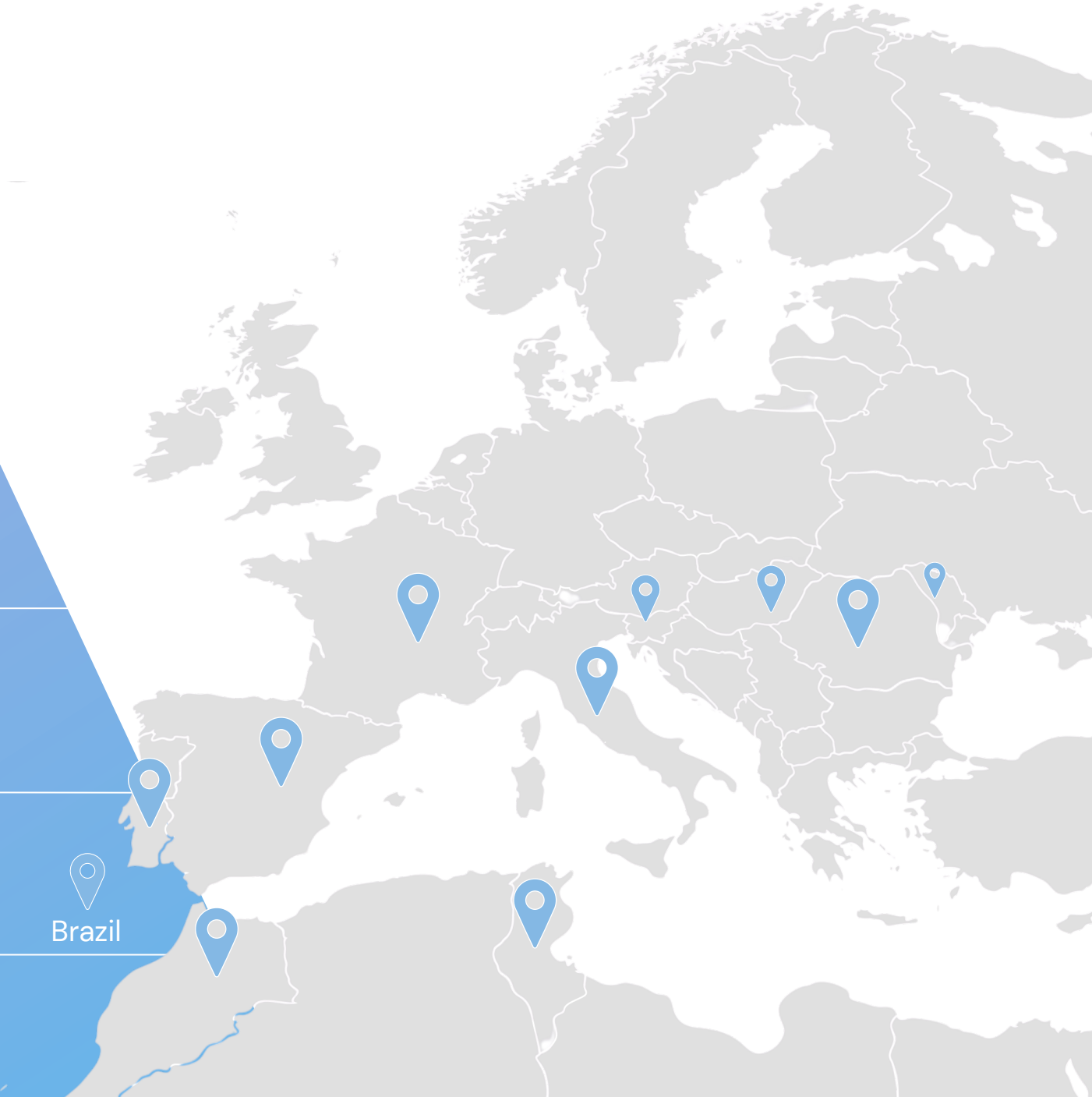
Current pipeline

11 Countries

43 Paying customers

20 Trial customers

678k Current ARR



Norway Grants

Expected & Unexpected results

Programme name: **SMEs Growth Romania - Boost to Romanian Business sector: Business Growth in Start-ups**

Project name**: ONCOCARE - Innovative AI SaaS solution for efficient management and delivery of oncology therapies**
Total project duration: **24** months – from **01.04.2022** to **31.03.2024**

Total grant amount: **EUR 192 050**

Additional grant (restricted call): **EUR 121 500**

Norway grants

Innovation Norway

Project Outputs

- An innovative AI SaaS solution for **efficient** management and delivery of **oncology radiotherapy**	**Completed**. We have a fully functional AI-based solution capable of increasing the efficiency of radiotherapy treatment. It delineates automatically the organs at risk for cancer patients, reducing the time needed for this process by **92,6%.**
- Apply the **Artificial Intelligence** technology to the current software platform as well as machine learning processes	**Completed**. We developed AI algorithms that were trained on medical data and are capable of identifying and contouring the organs at risk in **30/sec per medical image.**

Norway grants
Innovation Norway

Project Outcomes

- Estimated annual growth in **turnover**: 591% at the end of 2024 compared to baseline year 2021.

→ Turnover at the end of 2024: **>100.000 EUR**

- Creation of **new jobs**: 5

→ Hires: Medical Consultant, Financial Manager, Sales Representative, Quality Project Manager, Software Developer.

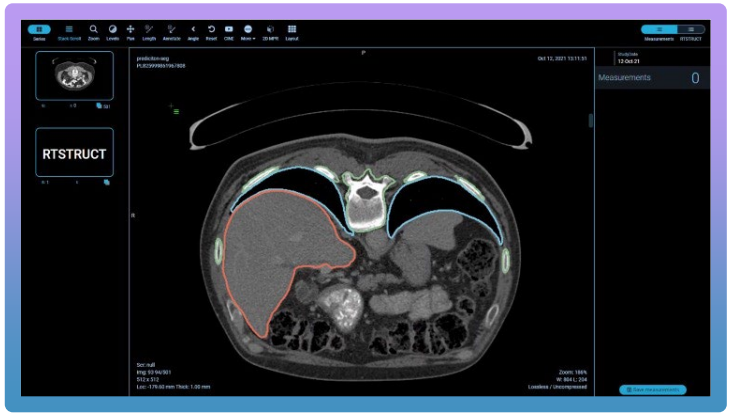
- Number of new **Intellectual Propriety** Rights applications submitted – IPR

→ TradeMark for EU space **approved** (protecting our name and logo.
Patent filing **received**.

Synaptiq evolution

Product

Before IN Grant



POC

After IN Grant



Fully-functional Software

Today



EU Certified Product

Norway grants

Innovation Norway

Synaptiq evolution

Team

Before IN Grant



7 members

After IN Grant



15 members

Today



25 members (international team)

Norway grants

Innovation Norway

Synaptiq evolution

Users

Before IN Grant

After IN Grant

Today





No partner hospitals

29 partner hospitals

49 customers (paying & trial)

Norway grants

Innovation Norway

Synaptiq evolution

IP

Before IN Grant



No IP

After IN Grant



Trademark and Patent Pending

Norway grants

Innovation Norway

Synaptiq evolution

Visibility

Before IN Grant



Attended 1 congress

After IN Grant



Attended national and international congresses

Today



5 years of ESTRO, local international conferences, distributorship representation

Norway grants

Innovation Norway

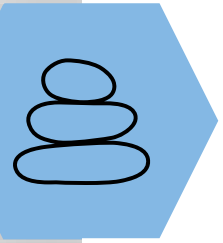
Lessons learned

SYNAPTIQ
COLLECTIVE INTELLIGENCE



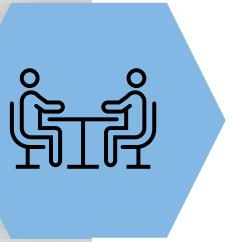
Build with the end user in mind

A healthcare solution needs to fit the real workflow of the people who use it.



Use the programme as a stepping stone

The project created a foundation that we could continue building on after the funding period.



Make use of the network, not just the funding

Attend relevant events, meet potential partners and follow up on the connections you make.

SYNAPTIQ

COLLECTIVE INTELLIGENCE

SAVING TIME SAVES LIVES

office@synaptiq.io
https://synaptiq.io

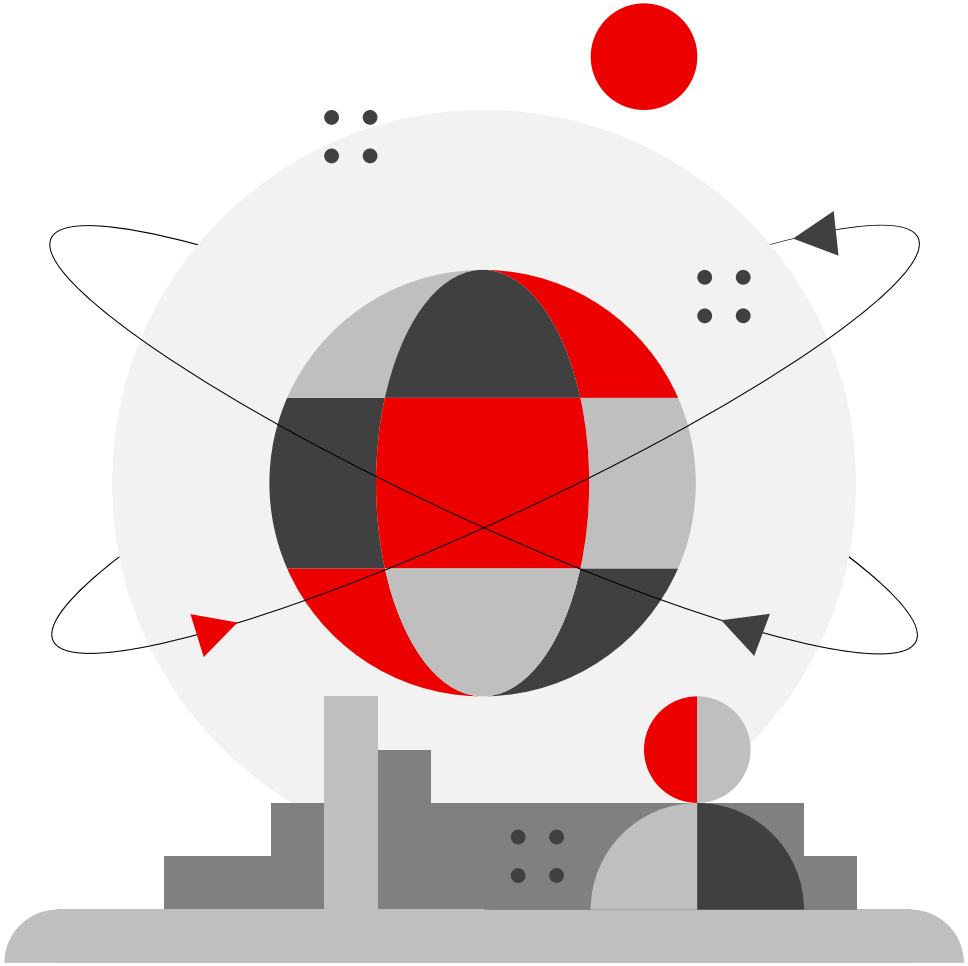


Norway
grants

Ms. Rita Anson
International Development
Norway

Bilateral call

Innovation Norway



IDN

ROMANIA – NORWAY · BILATERAL BUSINESS COOPERATION

From first email to lasting partnership

A Norwegian view on what makes cooperation work

Rita Anson

Senior Business Developer, International Development Norway (IDN)

IDN - connecting Romanian business with Norwegian expertise

Based in Trondheim/Oslo, we help Norwegian and Central and Eastern European organisations find each other and work together.

188
completed projects

27
of them in Romania

28+
countries we have worked in

6
business areas, from green industry to skills

Business support organisations

Startups and entrepreneurs

ICT and service companies

SMEs in production

Large producers

See more: www.id-norway.com

IDN

Read about the partner before they read about you.

Know them

Customers, products, recent news, their climate and ESG targets.

Know why Norway

The gap you fill: capacity, cost, EU market access, a missing skill.

Know your case

One clear offer, real references, an (English) website that is up to date.

OUR SIDE OF THE INBOX

Clarity wins

01

The request

Who is behind it (a link to your website or PDF profile), what the project is about, what you expect from us.

02

First meeting

Together we shape the common value and shared area of interest.

03

IDN contribution

Our understanding, proposed tasks and budget. Many Norwegian partners will expect this proposal from you.

04

Next steps

Clear actions and a timeline to the call deadline.

05

Implementation

A realistic timeline, including the payment plan.

IDN

“What’s in it for us?”

Every Norwegian partner asks it. Answer it before they do.

Market

Romanian and CEE customers, networks and tenders.

Capacity

Skilled people and production they cannot find at home.

Shared risk

EEA and Norway Grants can co-fund a first joint project.

Their own goals

Green transition, ESG and supply-chain targets they already have.

IDN

Trust is built in small, kept promises.

Do what you said

Reply when promised. Deliver on time.

Be honest about limits

“Not yet” beats “yes to everything”.

Show proof

References, certificates, an invitation to visit.

Bring the real team

Let the people doing the work speak.

4

things that close the door

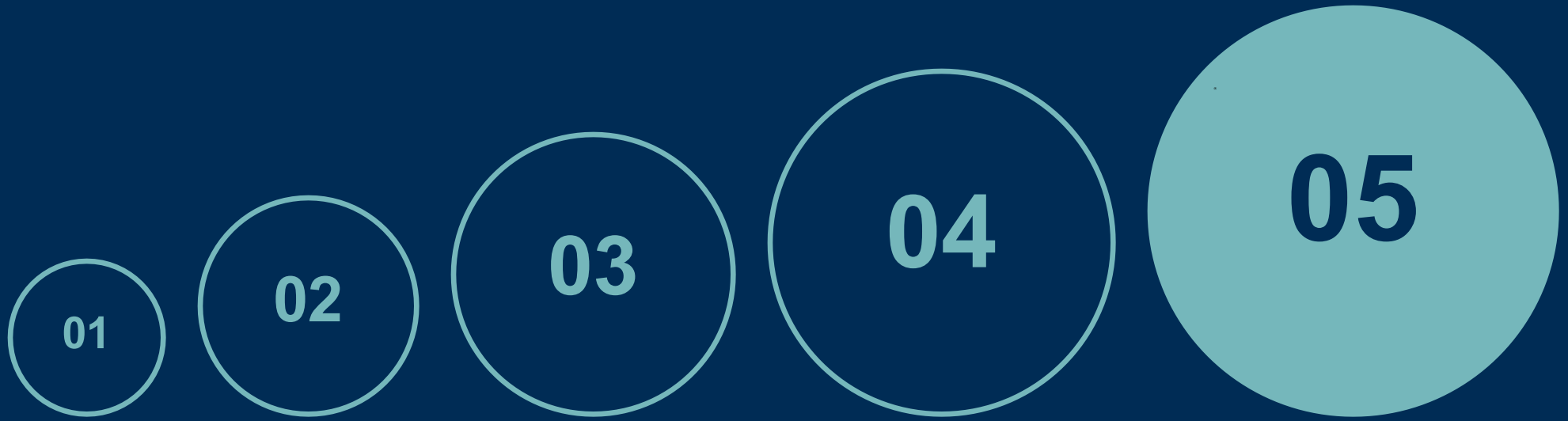
The generic email
“Dear Sir/Madam, open to any cooperation.”

Overselling
“The leading company in Europe”, with no proof.

Funding first
Asking for a grant partner before showing value.

Rushing the decision
Norwegians decide together. Pressure backfires.

Start small. Deliver. Then grow.



First call
Agree one shared interest

Small task
A pilot, a quote, a workshop

Meet
Visit, meet the teams

Joint project
Clear roles, budget, timeline

Long-term partner
Repeat business, new markets

IDN

IF YOU WISH TO DISCUSS HOW TO COLLABORATE

Contact IDN core team



Anders Stølan

CEO and founder, IDN

anders.stolan@id-norway.com



Katarzyna Kazimierczuk

COO, IDN

katarzyna.a.kazimierczuk@id-norway.com



Rita Anson

Senior Business Developer, IDN

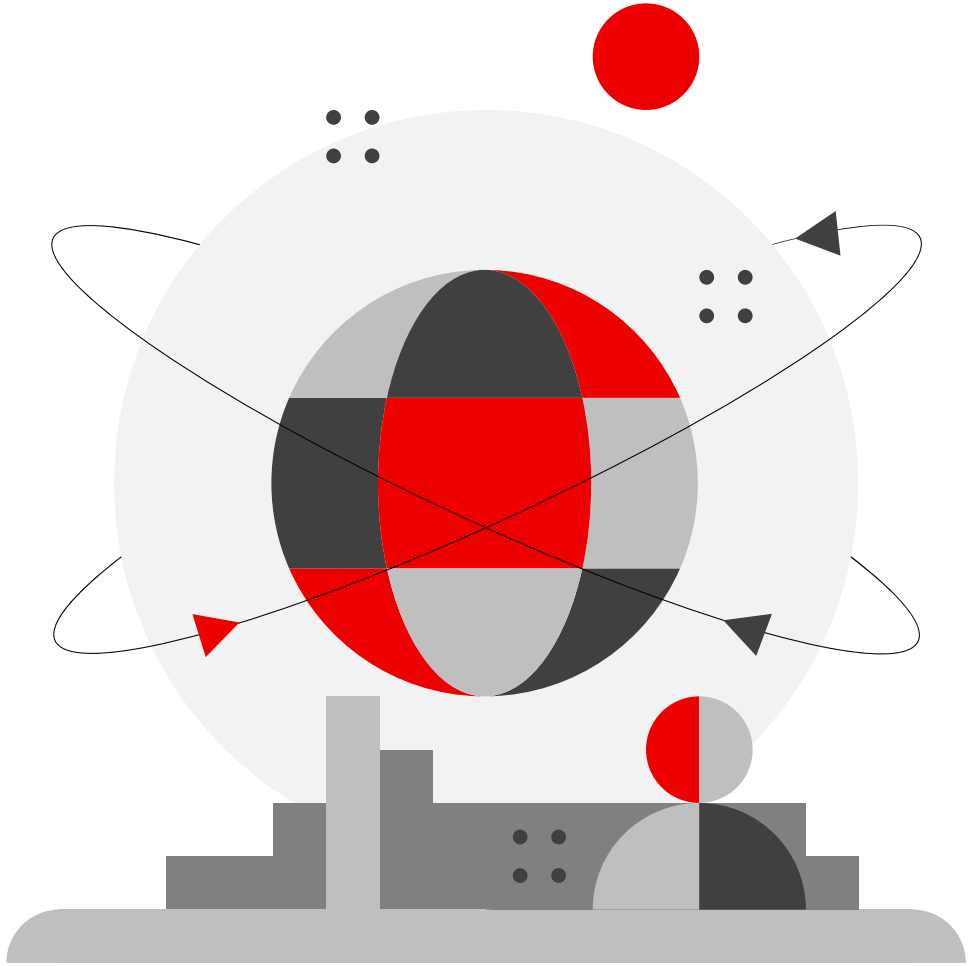
rita@id-norway.com

www.id-norway.com

IDN

Norway
grants

Q & A

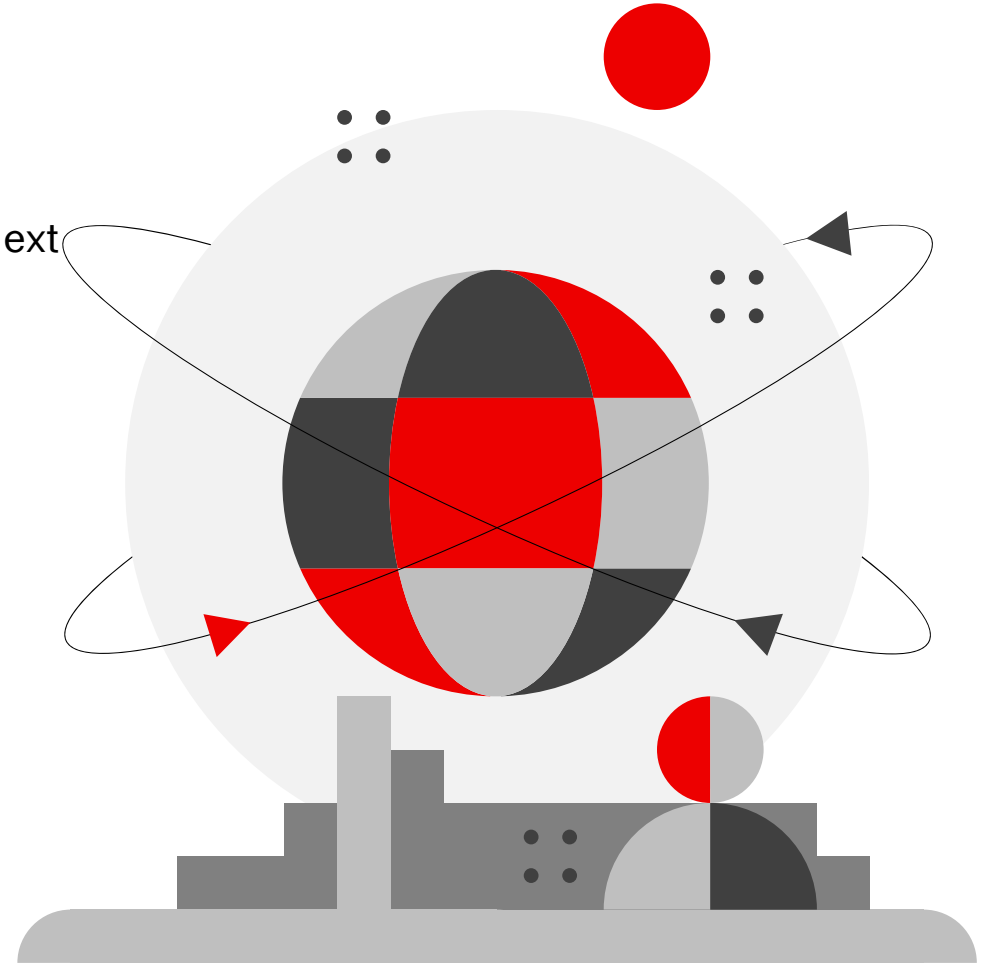


Innovation Norway

Norway
grants

Matchmaking practical info

- Matchmaking starts at 14:00 in the Lobby and in the main room
- Check your personal meeting schedule in B2Match
- Meetings last 15 minutes, followed by a 5-minuet brake to find your next partner
- Please arrive at your assigned table before the meeting starts
- Table numbers are shown in your meeting schedule
- Need help? Contact the organizers
- Time between meetings? The lobby is open for meetings and spontaneous meetings.



Innovation Norway