

Recruiting on the Romanian Labor Market

New business opportunities result in demand for professional staff



Ms. Greta Chetreanu

Romania joined the European Union this year which offers many business opportunities for international companies expanding their business in Romania or starting a business in Romania. We asked Greta Chetreanu, managing director of ProfiPower Romania about what kind of talent is available and how to recruit the best talent.

What kind of workforce can you find in Romania?

The Romanian labor market shows a very varied picture. On one hand, the skilled workers have to be re-qualified because of the decline of the industry. On the other hand, however, many qualified professionals can be sourced, as a consequence of the traditional school system and the opening after the revolution in the 1990s. There are several specialized courses in schools and student exchange programs to Western Europe are very popular.

The students can learn foreign languages and gain an open-minded attitude at the same time. Romania boosts a lot of top class finance professionals, IT developers and hardware specialists (Romanians are very techni-

cal minded), there are also specialized managers for most fields of the market, legal and sales people. Latter is really in our nature, Romanians are very good at communication.

What are the tendencies on the Romanian labor market?

There is a growing number of qualified employees thanks to the young population and the trend that people are going to gain work experience abroad and then return home to utilize their skills. Romanians excel in speaking foreign languages, especially French, English, German and Italian. There is a huge amount of foreign investment pouring into the country, many western companies started operations here, offering decent work conditions. It is important to note that legal work is replacing working under illegal conditions thus employees can feel more secure.

Can you tell us something about the working culture?

Romanians like challenges; they are very good at problem solving and hard working by nature. Regarding work

“atmosphere” they respect authority, meaning they prefer having a boss who sets guidelines and gives continuous feedback regarding their work.

How to recruit the best talent?

Candidates themselves started to trust recruitment professional services, because of the objectivity of such services and because of the real chance to access the proper job openings.

On the client side, a professional can help finding the right candidate in the shortest time, along with giving advice about salary ranges, measure competencies, create personality profiles while taking into consideration a cultural fit.

ProfiPower uses several recruitment tools: database search in our own database and also on internet job boards, online and offline advertisement, career fairs, direct search and networking. So if you wish to recruit the best talent, it would be wise to take advantage of all the search options we offer.

What are the salary trends?

Salaries are increasing; the indications are almost the same as in Hungary especially for qualified professionals. Please remember when negotiating salaries that Romanians are always talking about net salary!

The package usually includes medical insurance, mobile phone, trainings, car if the job requires, holiday check, meal tickets, pay for transportation or home internet.

Do you think Romanians would be interested in working in Hungary and if so against which conditions?

As Romanians would prefer working in Europe (not far away from home), Hungary can be attractive from a geographical point of view. As the gap between working conditions is decreasing, extra benefits or professional challenges could attract Romanian professionals to Hungary.

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Please tell us about ProfiPower and especially ProfiPower Romania

Ilona Jankovich, founder and owner of ProfiPower is of Dutch and Hungarian origin and has extensive recruitment experience. As a new comer on the Hungarian recruitment market, she started the company in the spring of 2004 that has expanded to a team of 37 in line with the growing number of assignments and prestigious clients. We have become one of the leading recruitment firms in Hungary in 3 years. Following the trends of international companies moving East within the CEE region, we opened the Bucharest office this spring in the heart of the city, near the Victoria square and the team is already really busy! The labor market in Romania is a very dynamic and competitive one, giving companies a hard time in finding and especially keeping the right sales, finance and IT people.

Could you please tell something about your professional background?

My career started over 10 years ago, as general manager for western companies, including Bel Pagette Romania, a 100% Telenor International company. I have a degree in Financial Management and also in Organizational Psychology. Each step I made brought me closer to business and especially to the people involved in business.



The most valuable lesson I have learned is that people are the most important asset. Being a psychologist as well, I can evaluate our client's need, both from the competencies point of view and from the team's point of view. Personality factors play a very important role as well. Recruitment brings me closer to our client's need and to our candidates. There is no stronger and fulfilling feeling then finding the right person for a specific employer and then seeing happy clients and candidates.

I have chosen to join the ProfiPower team because of all reasons mentioned above and I am given the opportunity to

use all my capabilities to the fullest and we share the same strong values: quality standards, professional approach and human touch.

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