

# The Role of Quality Services in the Assistance Offered by Regional Export Centers. Study Case for Romania

Costin LIANU<sup>1</sup>, Irina Gabriela RĂDULESCU<sup>2</sup>, Cosmin LIANU<sup>3</sup>

<sup>1</sup>Spiru Haret University, Bucharest, Romania; <sup>2</sup>Petroleum-Gas University of Ploiesti, Romania;

<sup>3</sup>Romtehnica Bucharest, Romania

clianu@gmail.com, iri\_radulescu@yahoo.com, cosminlia@hotmail.com

## Abstract

Regional exports centers are considered a new body of experience developed by trade support organizations in different countries and regions. The literature related to these centers indicate that they are consistent for initials or even developed exporters in a certain region, unable to reach a level of market knowledge and intelligence to be successful on the foreign markets. Since 2017, under the Romania-Swiss Cooperation program there were created two export centers, one in Ploiesti and the other one in Bacau, both operating besides the Chamber of Commerce and Industry. From the beginning of the center activity, a number of 40 companies from the furniture industry as well as from the organic products area are assisted in the elaboration of export strategies and in supporting promotional events. From all integrated services where the program was active, one of the most important aspects was related to the quality Management infrastructure and certification, as a major market access obstacle on the foreign markets. In this regard, most of the managers in the group identified that certification and the quality issues may be a major barrier to export. This paper examines the evolution of these centers and their importance in terms of quality management based on the findings through the interests of managers of these two fields organic farming and furniture. The main conclusion of the study indicates that companies under the program understood better the aspects of quality management and certification as an essential access market issue. On the other hand, capacity building in terms of management control and the complex relation between quality certification, standards and branding will remain for most of the managers a crucial issue where the EBCs will have to deliver more quality services.

## References:

- [1] Lederman, D., Olarreaga, M. and Payton, L.: "Export promotion agencies: Do they work?" *Journal of Development Economics*, 91(2), 2010, pp. 257–265.
- [2] Clerides, S.K., Lach, S. and Tybout, J.R.: "Is learning by exporting important? Micro-dynamic evidence from Colombia, Mexico, and Morocco", *The Quarterly Journal of Economics*, 113(3): 903, 1998.
- [3] Harrison, A. and Rodríguez-Clare, A.: "Trade, Foreign Investment, and Industrial Policy for Developing Countries", *Handbook of Development Economics*, Vol 5, 2010, pp. 4039-4214.
- [4] Allen, T.: "Information frictions in trade", *Econometrica*, 82(6), 2014, pp. 2041–2083.

- [5] Cruz, M., Lederman, D. and Zoratto, L.: “Anatomy and Impact of Export Promotion Agencies”, Policy Research Working Paper 8470, Middle East and North Africa Region & Finance, Competitiveness and Innovation Global Practice, 2018, pp. 1-17.
- [6] Atkin, D. Khandelwal, A.K. and Osman, A.: “Exporting and firm performance: Evidence from a randomized trial”, 2016.
- [7] [www.export.gov](http://www.export.gov)
- [8] <https://aurorainnovation.com>
- [9] Lianu, C., Radulescu, I.G. and Lianu, C.: “Regional export business centers, a chance for the internationalization of Romanian capital. Case study – Export Business Center from Bacău”, International conference „A century of Romanian capital in Europe and its metamorphoses in the informational era”, George Bacovia University of Bacau, May 10, 2018.