



România

# Why Romania?

## Romania on the spot

ROMANIA! Your destination and new departure, the starting line for any successful race to the finish, friendly and challenging at the same time, but most of all overwhelming.

ROMANIA! Congeries of water and land, forests and fields, history and innovation, technology and tradition, business and pleasure.

ROMANIA! The “it” place to be.



## Romania, heart of the East

You can find a piece of Romania anywhere in the world.

Its spectacular natural environment, the friendliness of the people, combined with weather and life style make Romania the “it” place to be.

Romania is a puzzle of pieces from all over the world, finest cheese, high quality wine, natural springs, breathtaking landscapes with greenest hills, churches older than time and customs that defy even the most skeptical minds, together with spectacular mountains and an impressive seaside at only a few miles away from each other.

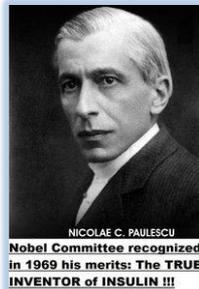


## Romania, heart of the East

Over the years, this country has nurtured outstanding performances in terms of culture recognition, profiling itself as an international talent exporter, feeding some of the world's most prestigious competitions.

Romania has also another kind of “citizens of the world”, as the educational system is bringing up some of the top Olympic students in the world, monopolizing the medals in international competitions in mathematics, informatics, other sciences, human subjects and sports.

Education in Romania is internationally acknowledged, students from domestic higher education institutions being accepted at some of the most prestigious universities worldwide. There are also foreign students who choose Romania, following the steps of some of the most well known scientists.



## Romania, heart of the East

In a global economy, language skills are a key workforce advantage. Born at the cross roads of different cultures and civilizations, where East meets West, Romanians are multilingual, open to new experiences, innovative, future oriented.

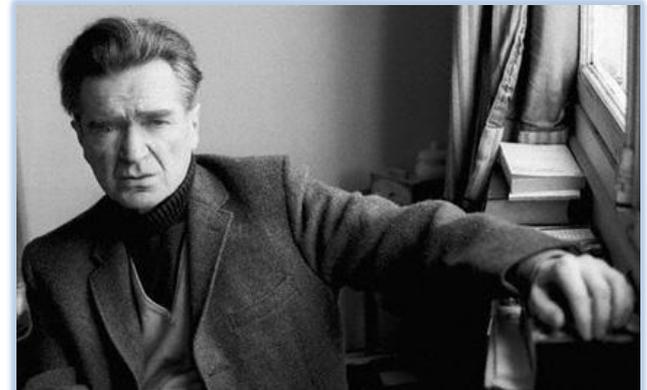
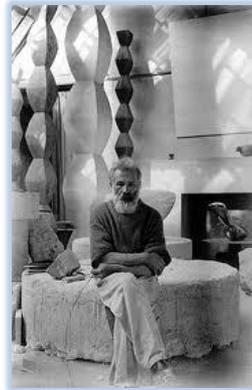
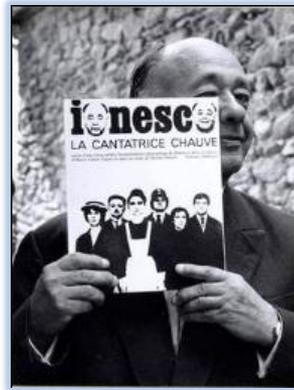
For centuries Romanians have created, built and guarded traditions, culture, religion and everything worth saving as a nation, being the pillar of strength in keeping the European spirit alive. You can find traces of this ancient civilization all over the country, from its earliest vestiges to the most futuristic architecture.



## Romania, heart of the East

Born in this culture Brancusi, Ionesco, Enescu, Cioran are just a few of the names that redefined art as Romania's gift to humanity. Romanian's most precious beauties entered the UNESCO world heritage, as recognition of its role in preserving the humankind civilization for generations to come.

All this and more, are solid proof that Romania's contribution to the universal culture is outstanding.





**SIBIU**  
EUROPEAN  
CAPITAL  
OF CULTURE  
**2007**

# Why Sibiu?

Sibiu is one of the most important cities in Romania with a remarkable economic development potential, being also advantaged by its positioning on a traffic knot on the fourth Pan European Corridor and enjoying the benefits of an International Airport.

Today, Sibiu is one of Romania's cultural and tourism capitals, attracting visitors due to its wonderful medieval charm, excellent views of the surrounding landscapes, great food, and stunning parkland. Sibiu today is also doing excellently economically, having an income per capita higher than the Romanian average, but much lower than the rest of Europe.



# Why Sibiu?

Much of the city has been reconstructed due to it being the European Capital of Culture in 2007 and has benefited greatly from the funds made available. The people in Sibiu are much more relaxed and friendly than in Bucharest, and much of the city is pedestrian-friendly.

The specialized publications nominate Sibiu among the first cities in Romania where one would like to work and live. Others nominate our city among the first 50 touristic destinations which are worth being visited or among the seven wonders of Romania.

Romanians choose Sibiu instead of other European cities, due to its potential and opportunities to work and live at European standards.

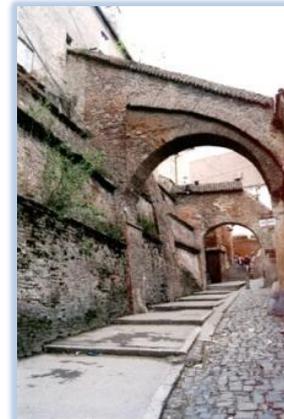
And last, but not least, Sibiu's inhabitants are very young and open minded.



# History

Sibiu / Hermannstadt was the largest and wealthiest of the seven walled citadels built in the 12th century by German settlers known as Transylvanian Saxons. The riches amassed by its guilds paid for the construction of both impressive buildings and the fortifications required to protect them.

Sibiu's Old Town retains the grandeur of its earlier days when rich and powerful guilds dominated regional trade. Sections of the medieval wall still guard the historic area, where narrow streets pass steep-roofed 17th century buildings with gable overhangs before opening into vast, church-dominated squares such as Great Square and Little Square.



## Milestones in Sibiu history

- 1292 The first hospital in Romania.
- 1380 The first documented school in Romania.
- 1494 The first pharmacy in Romania.
- 1544 The first book in Romanian is printed here.
- 1551 The first experiment with rockets in the world by Conrad Hass.
- 1671 The methane gas is discovered near Sibiu.
- 1782 Franz Joseph Müller discovers the chemical element Tellurium.
- 1817 Brukenthal Museum, the first museum in Romania.
- 1852 First issue of “Telegraful Roman” the oldest newspaper in SE Europe.
- 1896 The first electric power in Romania and the first power line in this part of Europe.
- 1904 The second city in Europe where an electric tramway is used.
- 1928 The first Zoological Garden in Romania.

# Culture

Sibiu is perceived as a city of art and culture. A great number of cultural monuments, a diversity of museums, and various artistic and cultural events, make up the pillars of a complex cultural profile. Using this simple premise, an attractive and stimulating atmosphere has been created for residents and visitors who take the opportunity to experience cultural life in this Transylvanian city.

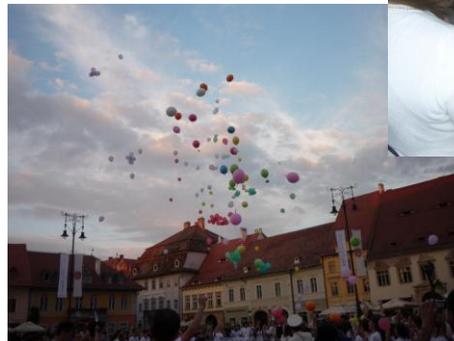
The first theatre performance and musical manifestations were attested in documents as early as the 14<sup>th</sup> century.



# Culture

Sibiu is the host of many cultural events of national and international interest:

- Universtudent International Festival & Fringe
- Sibiu International Theatre Festival
- Sibiu Jazz Festival
- Medieval International Festival
- Carl Filtsch International Piano Competition and Festival
- National Festival of Folk Traditions
- National Dans Student Festival
- Annual Pottery Fair





**teşekkür ederim!**

**Obrigado!**

**Danke!**

**Thank you!**

**Gracias!**

**Tak!**

**Tack!**

**Dank u!**

**Merci!**

**Muğumesc!**

**Grazie!**