

Aspects Regarding the Activity at Agro Transylvania Cluj Center

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SUMMARY

The Agro Transilvania Cluj Center, inaugurated in 2007, administrates the most modern wholesale commercial center for agro-food products in Transylvania. The company is located at the Eastern exit of Cluj-Napoca, in an area with many industrial and commercial sites and has direct access to all the European roads nearby, as well as to the Transylvania Highway. The Agro Transilvania Cluj Center is a subordinate company to the Cluj District Council that has implemented and manages the “Marketing Center for Agro-Food Products Cluj” PHARE Project as well as new investments, such as the Agro-Food open-air and enclosed Market for en-gros and en-detail sale. The general objectives of Agro Transilvania Cluj Center are: 1. Providing modern facilities for efficient storing of agro-food products at standard, refrigeration and freezing temperatures, with constant monitoring of all the storing parameters as humidity, ventilation, energy consumption, etc.; providing modern packaging technical facilities and professional fruit and vegetable conditioning technical facilities (washing, brushing, drying, sorting; weighting), as well as providing the best facilities and conditions for developing and restructuring the Romanian agricultural production; 2. Managing the local market for agricultural products; Directing the benefits towards the producers; Stimulating small and medium producers by means of strong long-term agreements; Promoting a civilized and competitive commerce; Providing conditions for transactions of agro-food products in compliance to the hygienic and sanitary conditions;

The market has all the necessary facilities for modern transactions of agro-food products, all in compliance to the European standards: Storage space for agro-food products at normal, refrigeration and freezing temperatures; Complete line of services: fast refrigeration tunnel, ice flake cooling, manual and electric forklifts for stacking, line for washing, brushing, sorting, weighting, and also waste treatment; Modern, automatic multifunctional lines for processing and conditioning agro-food products, ripening tunnel for green fruits, ice flake machines etc.; Modern and proper areas for all types of commercial activities: office areas, market areas, storing areas, parking areas, all having acces to utilities, including telephone/fax, internet, wi-fi etc.; The company also provides support and counselling with qualified personnel to its clients; The company is client-oriented, offering many facilities for all types of clients and buyers, such as public transportation, modern private bus station at the entrance, guarded parking lot for customers, cafeteria and fast-food stores etc. The company's development strategy is to improve the local agro-food business climate, to grant access to the latest facilities existent, that are necessary for safe and efficient handling, storing and commerce of agro-food products, our goal being that of extending and varying the present facilities, in collaboration with our customers.

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