

Timișoara  
**Get Inspired.  
Invest.**



# Timișoara • Temeswar • Temesvár





*Dear business people,  
Dear partners,  
Future Timișoara residents,*

*Timișoara is a city of people. Open, vibrant, a magnet for innovation and creativity.*

*Those who invest here or develop existing businesses say they chose Timișoara because they find a certain spirit here. They find people who want to innovate and are not afraid of the new. In fact, I think this spirit is the most important ingredient in a university city like Timișoara, a city where companies are looking for people who are not only qualified, but above all motivated and open-minded.*

*As a local administration, we nurture this spirit and are the driving force behind the dialogue between the business environment, academia, civil society and the people.*

*Improving the quality of life in Timișoara and making the city more attractive are our priorities. We have evolved from one-off projects to strategic ones. We are investing heavily in the digitalization of administration, in public transportation, in education and in health. The city is increasingly visible thanks to the international promotion we are undertaking. We can see how Timișoara's appeal and profile are growing in decision-making circles in the political and economic environment in Europe and beyond.*

*We are a city, a European Capital of Culture forever, where culture itself is an engine of development and creation of ideas. In Timișoara, culture has an impact on everyone, on the whole community, not only where there is a cultural act.*

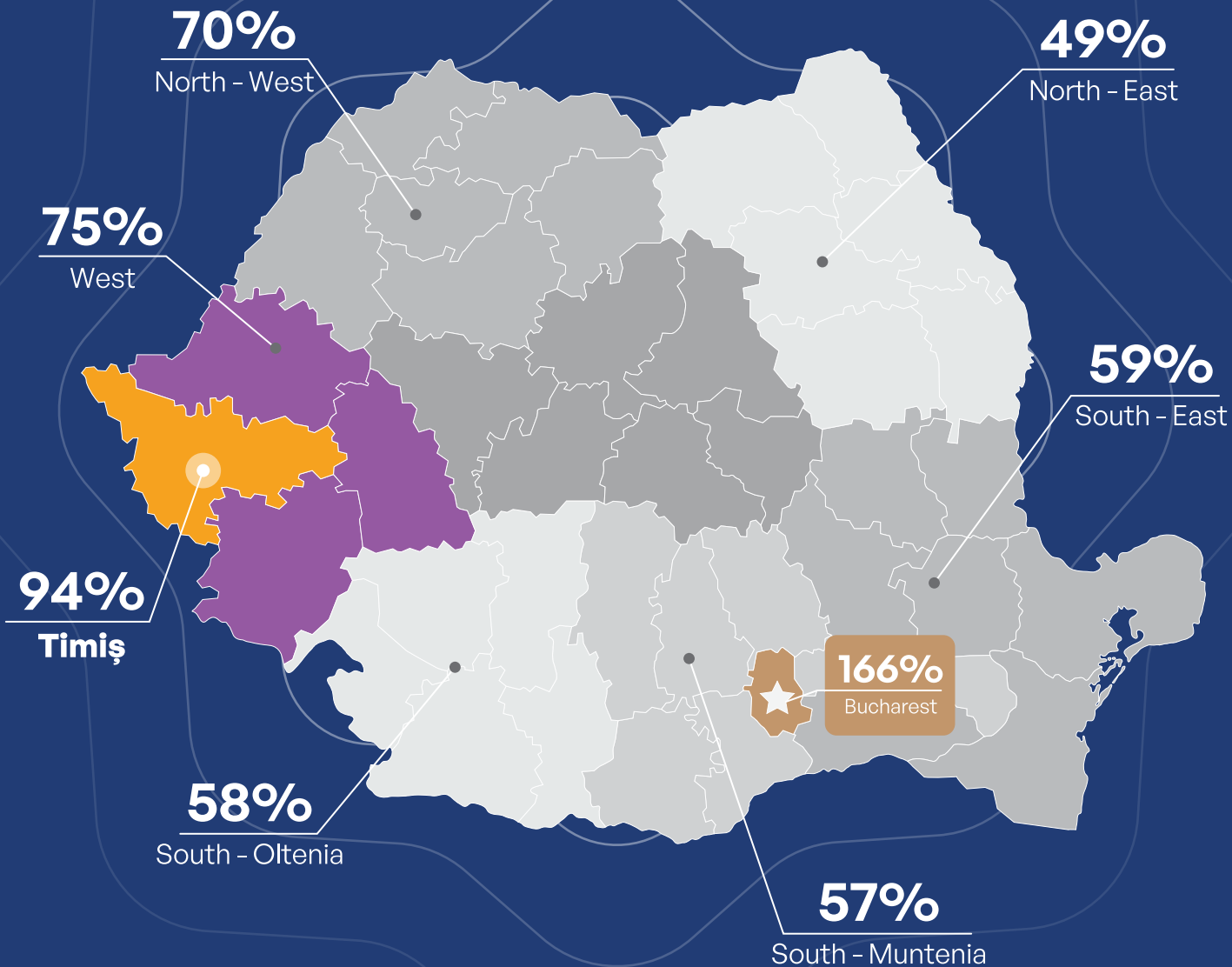
*I invite you to invest in Timișoara, whether you open a business, come here to study or simply decide to make Timișoara a home for your family. The future is in Timișoara.*

**Dominic Fritz,**  
Mayor of Timișoara

# Romania's development regions

## GDP per capita (% of EU average)

Source: NPC and EUROSTAT



# Timișoara

## A developed city with great growth potential

Located in the center of the richest region of Romania aside from Bucharest, Timișoara has established itself in the mind of Romanian society as the most advanced city after Bucharest and one of the pillars of the country's development.

**Over 5,2 bil €**  
balance of foreign direct investment (FDI):

at the end of 2022  
in Timiș county



**240.000 employees**

from Timiș county  
work in Timișoara

**2022 GDP** per capita:



**65 bil lei**  
(13 bil €)



**92.000 lei**  
(18.500 €)

**2022 business turnover:**

**62,7 bil lei**  
(12,6 bil €)

**2020**



**97,9 bil lei**  
(19,7 bil €)

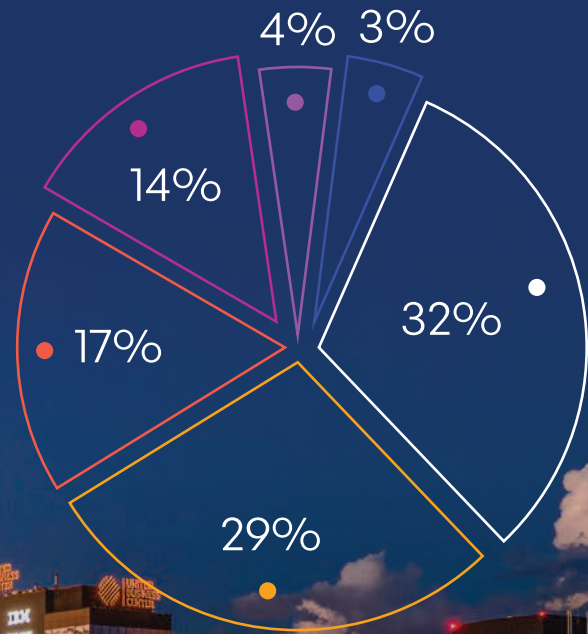
**2023**

# Gross value added in Timis County

## A diverse economy

Traditionally a city with a strong manufacturing imprint, Timișoara and the entire county have diversified their economy, with trade and the IT sector overtaking industry.

The resilience of the county and, implicitly, of Timișoara lies not only in its varied economic structure, but also in the fact that we are a county with an annual trade surplus of over **€500 million**.

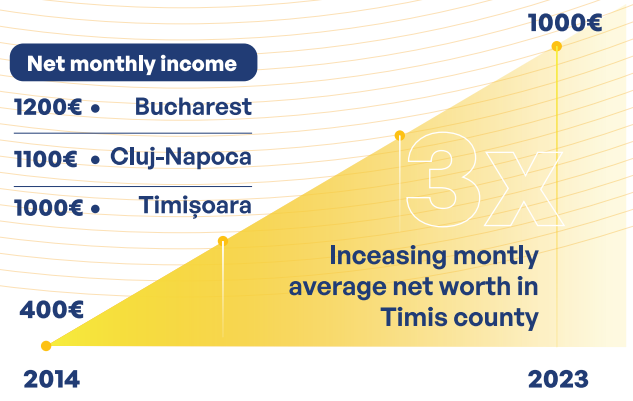


- Wholesale and retail trade, transport; accommodation, food service, information and communication activities
- Industry
- Public administration, education, health and social work and related activities
- Financial and insurance activities
- Agriculture, forestry, fisheries
- Construction and real estate development



# GROWTH

## A highly skilled and well-paid workforce



**55%** Residents with higher education

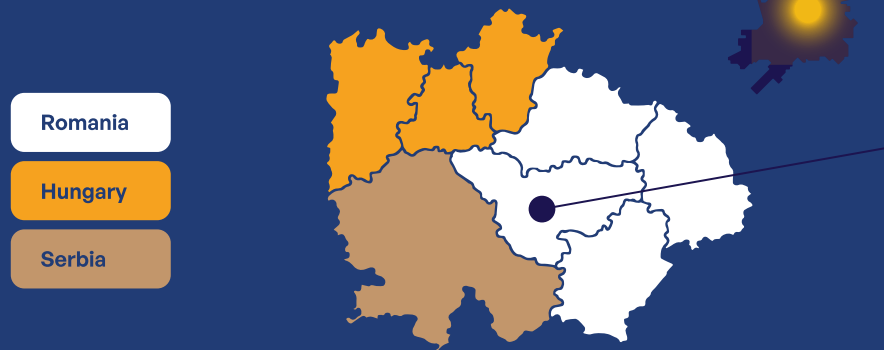
**1%** Steady unemployment rate

**83%** of Timisoara residents think it's easy to find a job in the city

**90%** are satisfied with their jobs

\*cf. Barometer of the quality of life in Timisoara, 2022

## A friendly geography



the largest city in the **Dunăre - Criș - Mureș - Tisa Euroregion (DKMT)** cross-border region covering **77.456 km<sup>2</sup>** population of ~ **6 million** inhabitants

## Regional transportation hub



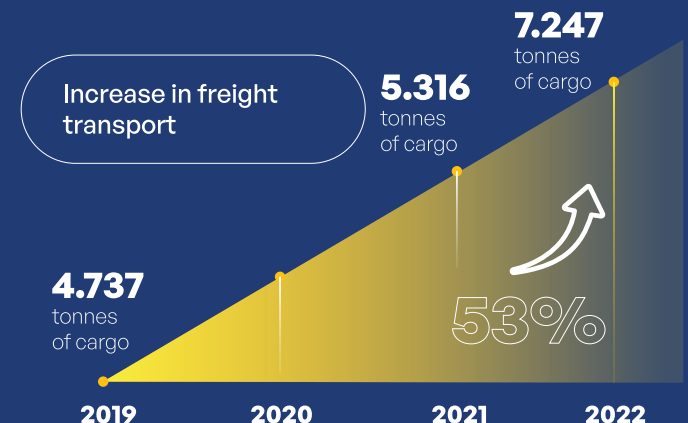
Situated on the Rhine-Danube Transport Corridor, Timișoara is a 3-hour drive from both Belgrade and Budapest, while the journey to Vienna or Bratislava takes about 5 hours. The A1 highway, which runs north of the city, links central Europe with central and western Romania. Sibiu, Alba Iulia, Cluj, Arad, or Oradea are today no more than 3.5 hours away from Timișoara.



Well connected to the railway network, Timișoara is situated on the '100' mainline (Bucharest - Timișoara), with extensive rehabilitation works scheduled to be completed by 2026 on the Arad - Timișoara - Lugoj - Caransebeș route. Another ongoing investment is the rehabilitation of the Timișoara - Reșița railway, which will bring the two main cities of the Banat region even closer together.



Timișoara Airport also has development plans, with a new external arrivals terminal recently commissioned and a departures terminal currently under construction. Today served by four airlines (Tarom, Lufthansa, Wizz Air and HiSky), Timișoara airport offers direct scheduled flights to Germany, Italy, Spain, France, Belgium, the UK, and Israel.





## A developing public transit

The first city in the current territory of Romania to introduce the **tram**, Timișoara is a city where this means of transportation has an important overall share. The vast majority of its tracks have been modernized or are being renewed. Moreover, all public transit in Timișoara is undergoing a major transformation process - with the help of European funds, the entire public transportation fleet will be modernized by 2026, with most of it becoming electric. The Timișoara public transportation company today also manages most of the county's routes, and the current administration is planning to expand it as new means of transportation become available.

As a flat city with a radial structure, where the distance between the periphery and the center is no more than 5 km, Timișoara lends itself to widespread **cycling**. The network of cycling lanes is currently underdeveloped, but every year more boulevards and streets are modernized, one of the objectives being the integration of modern facilities for cyclists.



Trams



Electric buses



Trolleybuses



Cycling lanes

# A diverse education

Timișoara prides itself on being a **multicultural city**, and this is reflected in the educational possibilities. You can study from kindergarten to university in **Hungarian, German, Serbian, English** and **French**. Recently, Timișoara has also opened a private school based on the British educational model, where classes are taught in English.

In addition to prestigious **academic high schools**, which manage year after year to have graduates thoroughly prepared for the best universities in the world, Timișoara has a diverse range of **technical high schools**, offering education for different qualifications: from mechanics, electricians or builders to workers in the hospitality industry, chemists, economists, or even silviculturists.



**Stefan Hell** and **Hertha Müller**, are Nobel laureates who have studied in Timișoara



# 45.000 students



## Full higher education

**Timișoara Polytechnic University (UPT)** ranks first in the country among technical universities and offers degree programs in the fields of engineering and architecture.

**West University of Timișoara (UVT)** covers the main fields of study in the exact sciences, the economic-social and administrative sciences, the humanities and the arts respectively.

**University of Medicine and Pharmacy (UMFT)** is one of the country's leading medical training centers.

**Life Sciences University (USVT)** is the main training center for specialists in agricultural sciences and veterinary medicine in the region.



Timisoara is also a **vibrant centre of research and innovation**, hosting advanced research institutes in a variety of fields such as **information technology, environmental care** and **medical engineering** at the *Polytechnic University* or biotechnology, **bioresources and sustainable development** at the *University of Life Sciences*. *West University* is distinguished by its research institutes in the exact, **social sciences and humanities**, and is dedicated to innovation, creativity and sustainable development. *The University of Medicine and Pharmacy* also boasts an impressive network of **advanced research and methodological centres** covering a wide range of medical and biological fields.

# Building the future together

The Polytechnic University and Timișoara City Hall, together with two other universities (Western and Life Sciences respectively), seven high schools, and 16 private companies operating in the smart specialization sector, formed a consortium that won a €21 million (~104 million lei) grant for a modern dual education campus, where young people will be able to learn a trade, with the help of companies and the university environment.

## Tradition in innovation and creativity

A city that has always produced goods, Timișoara has been migrating in recent decades towards a modern economy, where services, IT&C and automotive industries are making their place. The latter is bringing not only production centres to Timișoara, but also more and more research and development departments.

## Headquarters for important companies in the country

Large companies with workplaces throughout Romania have their operational center in Timișoara. *Profi*, *Artoil*, *DM*, or *ETA2U* are active in commerce, while *Smithfield* or *RWA* are present in agriculture.



### IT și automotive

Continental  
Hella  
TRW  
Dräxelmaier  
Vitesco



### Electronics and electrical engineering industry

Flextronic  
Luxten Lighting  
ELBA



### Production of bicycles and e-bikes

SMW  
(Decathlon associate)  
Corratec



### Chemical and petrochemical industry

ContiTech  
Linde Gas  
Azur

# DEVELOPMENT



Opened in 2019, **Julius Town** is the largest mixed urban regeneration project in the west of the country, with the largest shopping area outside Bucharest, plus four Class A office buildings (80,000 sqm) and three conference halls (up to 1,000 participants).

**ISHO Offices** is part of the new ISHO district in Timișoara, which, in addition to apartments, commercial and recreational spaces, offers Class A offices with an area of 50,000 sqm.

**Vox Technology Park** offers 26,000 sqm of Class A office space and is one of the most modern and environmentally friendly office projects in Romania.

Freelancers, artists, small or start-up businesses have various co-working spaces available at present: **DevPlant Cowork**, **Cowork Timișoara**, **Workify** and **Workify 2.0**, or **Faber** provide workspaces, prototyping workshops, meeting, and event venues, as well as restaurants, cafes, or dining areas.

## Modern workspaces

Numerous development projects completed in recent years have put Timișoara at the top of the office rental market. Among the cities outside the capital, Timișoara was in second place in 2022 for new office leases and in first place if we take into account office negotiations (contracts that have been renewed after one or two lease cycles).



## Support for business development

In or near Timișoara, with state support or due to private initiatives, there are several industrial parks offering infrastructure and services for various businesses, including land, office space, utilities, and technical and sanitary facilities, as well as complementary services. In the public domain we have **Freidorf Industrial Park**, **Timișoara Industrial and Technological Park**, and in the private domain we have **CT Park Timișoara**, **Sanandrei Industrial Park**, **Giarmata Industrial Park**, and **Incontro Industrial Park**.

For businesses that are just starting out, Timișoara has several business incubators that provide start-ups and small businesses with support and resources, including mentoring, training and networking opportunities.

With 6,300 sqm, **INCUBOXX** is one of the largest business incubators in Romania and the only one specialized in IT.



The **Regional Competence and Supplier Development Centre in the Automotive Sector - CERC** was created to encourage investment in the automotive sector and hosts automotive training services, provides prototyping opportunities, and has product testing, measurement and certification services.

The **Dumbrăvița Business Incubator** supports local entrepreneurs in this commune near Timișoara, while **IncubART** promotes itself as the largest makerspace in Timișoara, dedicated mainly to artists.

## Timișoara Medical Hub, a pillar of innovation in medical tourism

From December 2023, under the coordination of the Timișoara Destination Management Organisation (DMO), the Timișoara Medical Hub is emerging as a unique initiative, bringing together both large and small clinics with the strong aim of attracting domestic and international tourists. The project, developed in close collaboration with the medical community and the hospitality sector, aims to strengthen Timișoara's position as a leading destination for medical care. Timișoara Medical Hub offers not only high-quality treatment opportunities but also an authentic and memorable tourist experience. This initiative marks the city's determination to become a global center of excellence in medical tourism.



## A meeting place for professionals

Organizing big events in Timișoara has become a common habit after several venues for conferences, exhibitions and other meetings have opened in the city in recent years.

**Timișoara Convention Center** provides a building that can be shaped according to the needs of the beneficiaries, with spaces that can accommodate up to 2,200 people.

**Julius Congress Hall** has three function rooms, each seating about 400 people. Two of the halls are modular, so they can accommodate up to 1,000 guests at a single event.

**Regional Business Center Timișoara (CRAFT)**, managed by the Timiș Chamber of Commerce, Industry and Agriculture, has a multi-purpose hall of 1,400 square meters, as well as other smaller halls that meet the needs.



# Lively culture

Designated **European Capital of Culture 2023**, Timișoara wants to increase the influence that people have on the community in which they live. In this way, it aims to become a city where cultural excellence is paramount, giving citizens the confidence that through involvement and participation they can bring about significant change. Under the slogan *Light up your city!*, Timișoara 2023 proposes thousands of events throughout the year, the main idea being to highlight Timișoara's European journey.

Beyond the excitement of 2023, the Timișoara European Capital of Culture project creates both cultural events and new infrastructure by renovating cultural spaces or converting industrial spaces into spaces for culture. Equally, public spaces, squares, parks, and the banks of the Bega river are hosting concerts, exhibitions, and plays, proving once again the transformative nature of the destination.



## 4 state theatres

National Theatre  
Hungarian Theatre  
German Theatre  
"Merlin" Children  
and Youth Theatre



## Banatul Philharmonic



## 6 museums



## National Opera



## 2 art cinemas

Victoria  
Timiș



## Center for Art, Technology and Experiment Multiplexity



## On the touristic map

While predominantly being a destination for business tourism due to the many businesses with international impact, Timișoara is also becoming a destination for recreational tourism. The city with the largest pedestrian area in Romania and with the most heritage buildings, Timișoara and the entire region is emerging as a new pole of attractiveness outside the Bucharest - Brașov - Sibiu axis, currently Romania's main tourist route.

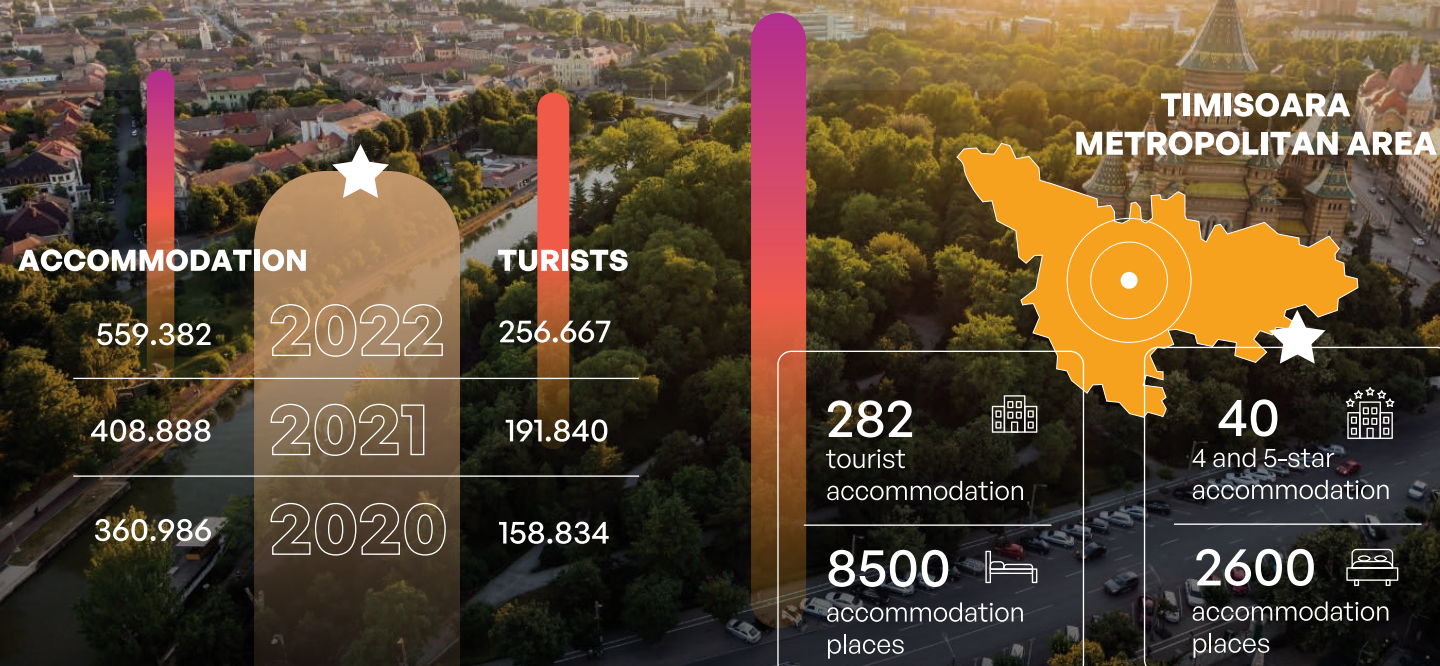
The European Capital of Culture events brought an influx of visitors in 2023, and the Golden Apple title awarded by the World Federation of Travel Journalists and Writers for tourism promotion and development, as well as Time Magazine's list of the world's greatest places to visit and The Independent's list of the world's top 10 city-break destinations, promise to reinforce growth in the coming years.

With more than 15 editions to its credit, **PLAI** is a festival that, in addition to world music, promotes and develops a network of non-profit organizations and the creative environment.

Created in January 1990, the **Festival of Hearts** is a celebration of world folklore and means the presence in Timișoara of the most famous folklore ensembles from all over the world.

Always an avant-garde city, Timișoara today hosts two important jazz festivals, **JazzX** and Timișoara **Jazz Festival**, the classical music festival **Timișoara Muzicală** and the **Opera and Operetta Festival**.

Near Timișoara, two wine-growing regions produce some of the best wines in Romania. In the area of the Recaș hills, the Recaș și Petrovaselo wineries stand out, while in the Buziaș - Silagiu area tourists can enjoy the views and wines of the **Agape, Aramic, Dealul Dorului** or **Thesaurus** wineries.



## A settled real estate market

Property prices in Timișoara have been consistently more affordable than in the rest of Romania's major cities, with the city's property market being much more relaxed than those in Bucharest, Cluj-Napoca or Brașov. In other words, the city is not facing a housing shortage, with the supply of space for sale or rent matching the demand.

The future shows a sustained pace of development, with building permits for **348,000** sqm of residential buildings being issued in Timiș by August 2023, more than in Cluj (323,000 sqm) or Brasov (253,000 sqm).

# 2023

Average prices for apartment sales

€/m<sup>2</sup>

**Timisoara: 1477**

**Bucharest: 1508**

**Brașov: 1625**

**Cluj-Napoca: 2452**

*\*source real estate index.ro, August 2023*



# FUTURE

## The Timișoara of tomorrow

Good governance is a concept that the current administration strives to make synonymous with Timișoara. However, in order to have a city you want to live in, the institutions that govern it have a duty to always pursue the public interest, to share resources fairly, and to always operate within the law.

Transforming the administration into a transparent, capable, and visionary one is a process that started a few years ago and is ongoing, but it must reach certain milestones. One of them is to be a modern European administration, i.e. open to the community, digital, efficient.

The current administration's principles for the development of Timișoara have three dimensions in mind:

- **strong neighborhoods**, where people feel good due to the cleanliness, with services and amenities within walking distance, green spaces and playgrounds, a good connection to the rest of the city, community events and engaged citizens;
- **a coherent metropolitan area**, in which local authorities coordinate and plan the development of the whole area together, the problems of all the inhabitants of the area being the same, from public transit and road infrastructure to education and town planning;
- **a European city**, Timișoara having a privileged geographical position in the Euro-regional context; thus, it can take advantage of its existing national and international links to increase its attractiveness, which will implicitly influence the whole region.

In October 2023, Timișoara City Council adopted a new, modern, and updated **General Urban Plan (PUG)**. This plan managed to correct previous regulations, bringing clarity and cohesion to the city's development. With clear and well-defined rules, the approval process for urban projects has become simpler and more efficient. Through this spatial planning tool, Timișoara will develop in a healthy and coherent way, following a clear vision that takes into account the needs and aspirations of citizens.

A valuable tool through which the administration can guide the impact of its policies is the **Timișoara Quality of Life Barometer**, developed by West University in collaboration with the City Hall.

**66% of Timișoara residents believe that the city is moving in a good direction.**

A very high proportion (88%) see Timișoara as an example of cultural diversity, 83% find it easy to obtain employment and 80% appreciate the city's cultural offerings. The biggest problems in their opinion are traffic (75% are dissatisfied) and the state of the historic buildings in the city (60% dissatisfied).

*\*cf. Barometer of the quality of life in Timisoara, 2022|TT*

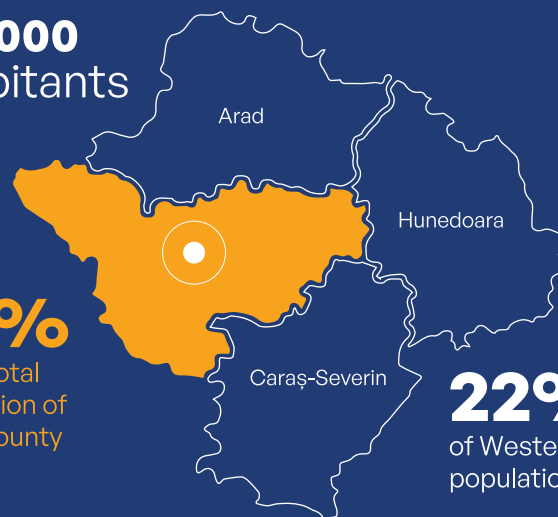
## A dialogue of ethnicities and cultures

### Timișoara stands out as the largest city in the western part of Romania,

on 1 January 2023 the entire metropolitan area with a stable population of more than **430,000** inhabitants.

The city's unique identity is illustrated by the traditional ethnic and confessional diversity of Timisoara's population.

**430.000**  
inhabitants

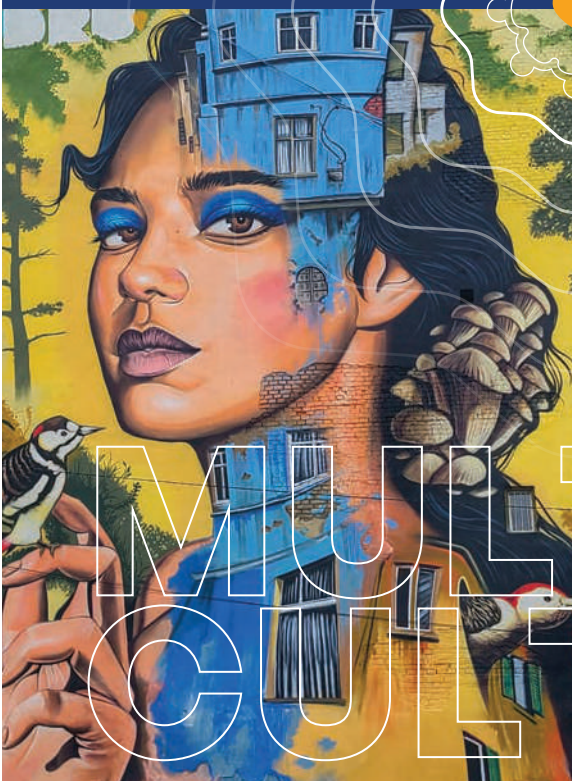


**56%**  
of the total  
population of  
Timiș county

**22%**  
of Western Region  
population

**& 21 ethnicities  
18 religions**

*\*Data from the 2011 census*



MULTI  
CULTURALITY

## Together we capitalize Timișoara's potential

The 1989 Revolution definitively established Timișoara in the minds of Romanians and Europeans as one of the country's representative cities. During the fall of communism and immediately afterwards, it was considered the most advanced city in the province. The tumultuous 1990s and then the first years of integration into the European Union meant the consolidation of Timișoara's importance in Romania's development.

Timișoara has today all the assets to once again become the second-most economically important city in the country and this will happen as long as the administration, the economic environment, the academic environment, the civil society, and especially the citizens strive every day to grow their city **together**.

Timișoara is a city in constant development and movement, a city with an administration open to collaboration and innovation, a top city worth investing in.



Freedom  
Freedom  
Freedom



Winning project at the International  
Solutions Competition **PIAȚA  
VICTORIEI, TIMIȘOARA 2023**



Foreword	3
A developed city with great growth potential	5
A diverse economy	6
A highly skilled and well-paid workforce	7
A friendly geography	8
Regional transport hub	8
A developing public transport	9
A diverse education	10
Full higher education	11
Building the future together	12
Modern workspaces	13
Support for business development	14
Timișoara Medical Hub, a pillar of innovation in medical tourism	15
A meeting place for professionals	16
Lively culture	17
On the touristic map	18
A settled real estate market	19
The Timișoara of tomorrow	20
A dialogue of ethnicities and cultures	21
Together, we capitalize Timișoara's potential	22
Contents	23

# CONTENTS



**[www.visit-timisoara.com](http://www.visit-timisoara.com)**

Produced by Timisoara Destination  
Management Organization

**[contact@visit-timisoara.com](mailto:contact@visit-timisoara.com)**

**[www.primariatm.ro](http://www.primariatm.ro)**

Community Relations Directorate  
Business Relations

**[relatii.comunitare@primariatm.ro](mailto:relatii.comunitare@primariatm.ro)**