

From: **Romanian Association of International Medicine Manufacturers,  
EFPIA Affiliate Member**

To: **European Medicines Agency Staff**

## **Bucharest, the city you will surely fall in love with**

We, the Romanian Association of International Medicine Producers (ARPIM), reuniting 29 pharmaceutical companies, producers of innovative medicines, enthusiastically support Bucharest's bid to host the European Medicines Agency. And we have many reasons to do so.

**Bucharest for EMA** is a good deal for everybody: the EMA staff, the European industry and research sectors, and for Europe as a whole. The decision to choose Bucharest as new EMA headquarters will bring benefits to all those involved in the process and has the potential to become an EU success story. But most of all, it will work for each one of **you!**

It is said that when you come to Bucharest, you cry twice. First when you're told you have to come here. And then, when you're told you must leave.

Bucharest is a striking destination for anyone, including for all those like us, who call it our home. For the past two decades, the city has been through major transformations and it is now a cosmopolitan European city. With a population exceeding 2 million, it is the 6<sup>th</sup> largest metropolis in the EU and of the safest cities in Europe.

It is a vivid city, with a rich cultural life and a vibrant night life, that provides infinite opportunities and surprises to its residents. Although a capital city, the cost of living is lower as compared to cities like Amsterdam, Barcelona, Bonn, Brussels, Copenhagen and the balance between purchasing power and quality of life is hardly to be found in other EU capitals. Living here is practical and exciting, it makes financial sense and offers opportunities entirely similar to most major EU cities.

The city offers a very friendly environment for families, from large parks and countryside destinations, to the variety of education facilities. The educational opportunities are diverse, Bucharest being the destination chosen by the American International Business School, British School, French School and many others.

Bucharest is also home for state-of-the-art clinics that we and our families use on a daily basis. It is also within a 2-3-hours' drive away from resorts in the Carpathian Mountains or fantastic beaches by the Black Sea.

Anyone who has visited Bucharest can testify that Romanians are amongst the most welcoming and tolerant Europeans, and Bucharest is no exception to that. The human warmth and openness of locals goes together with their skills in speaking English which makes the adaptation of expats extremely easy. Bucharest is simply a city that loves its expats.

Most of all, however, Bucharest is a city that makes practical sense. While the city's fast urban development still leaves catch-up room for its infrastructure, EMA employees will discover that Romania has prepared for them some logistical surprises that make commuting a breeze. While the city is as



congested as any major EU capital, moving around in Bucharest can be easier and hassle-free than what you would expect to encounter in most Western capitals, thanks to smart relocation choices by the city and the government.

We could go on to list all the merits of Bucharest as an expat destination. Like the booming economy, the high number of international companies based in Bucharest and fast-growing pharma markets, which make it a smart choice for career advancement, or the fact that it has a GDP per capita which is above the EU average. But we wouldn't want to spoil the surprise. So, we invite you to discover for yourselves, as we did, a wonderful home and a great European city. There is a reason why both our hearts and our minds are with ***Bucharest for EMA!***

Hopefully, we will see you soon in Bucharest.

Best regards,

Radu Rasinar  
President of the Romanian Association of International Medicine Producers

