



ENTREPRENEURIAL STRATEGIES FOR VALUE CREATION IN THE ROMANIAN AGRI-FOOD SECTOR

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Abstract: This paper analyses the structural imbalances affecting the Romanian agri-food sector and their impact on value creation. The study highlights the persistent trade deficit generated by the predominance of primary products in exports and processed products in imports. The results emphasize the importance of SMEs, innovation and technological transfer in strengthening value-added activities and improving competitiveness.

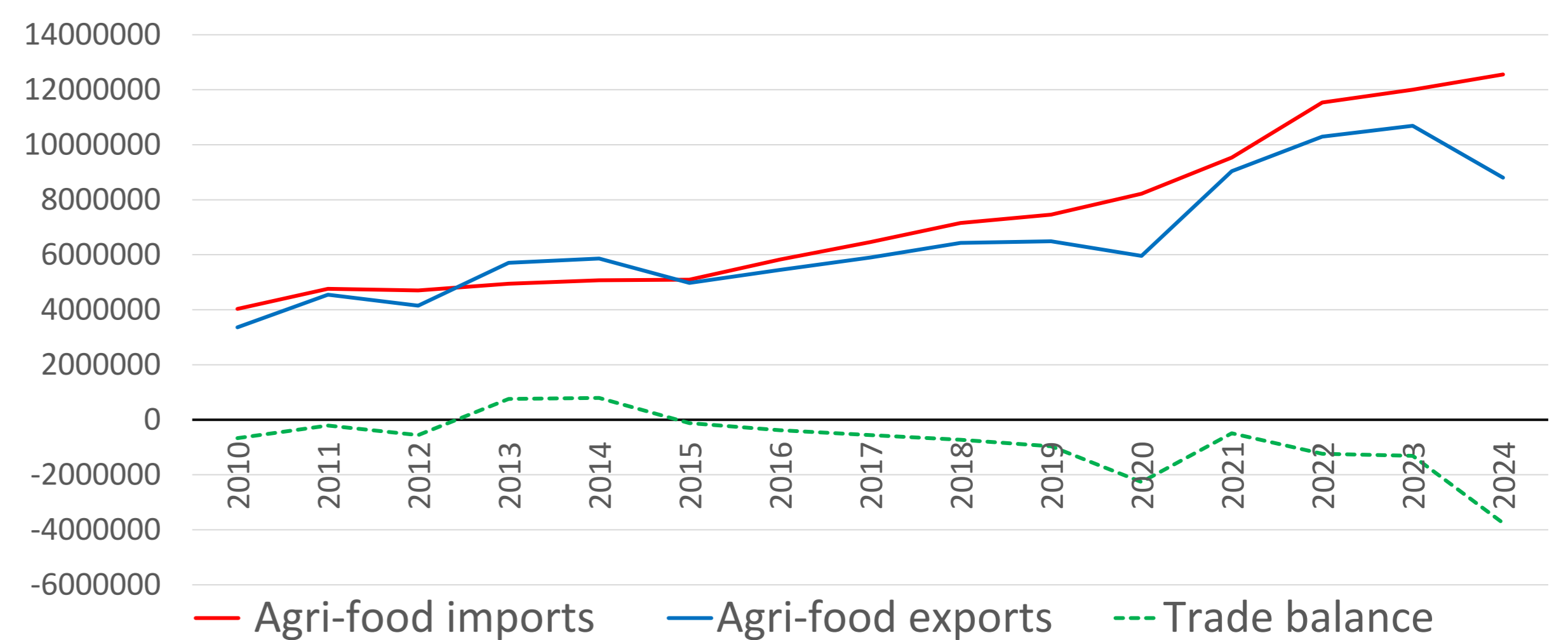
• Introduction

- ❑ Romanian agriculture has significant production potential
- ❑ The agri-food sector remains characterized by structural inefficiencies
- ❑ Exports are dominated by primary products
- ❑ Imports contain mainly processed products
- ❑ SMEs play an important role in value creation and innovation

• Material and method

- ❑ Quantitative and descriptive analysis
- ❑ Statistical data from the National Institute of Statistics (2010–2024)
- ❑ Comparative analysis of exports, imports and trade balance
- ❑ Agri-food products grouped into:
 - primary products
 - processed products

• Results and discussions



Agri-food trade balance in Romania (2010–2024, thousand USD)

Main structural challenges of the Romanian agri-food sector

CHALLENGE	IMPACT
Export of primary products	Low value creation
Import of processed products	External dependency
Weak processing sector	Trade deficit persistence
Limited innovation	Reduced competitiveness
Fragmented value chains	Low economic integration
SME constraints	Limited investment capacity