



BANCA TRANSILVANIA, THE BANK FOR ENTREPRENEURIAL PEOPLE

Banca Transilvania (BT) is the Bank for Entrepreneurial People in Romania. BT is ranked 2nd amongst Romanian banks, in terms of assets and its mission is to support the development of the business environment, through innovative products and services, offered with professionalism.

The bank's history began in Cluj-Napoca in 1994, at the initiative of a group of business people. The idea was

to create a local bank, a representative brand for Cluj. The entrepreneurial spirit of its founders led to the consolidation of Banca Transilvania's position, initially in Cluj and later at regional and national level. BT is also present in Italy, having

three units in Rome, which are mainly dedicated to the Romanian community in the area. The bank originally focused its activity on the SME sector and due to market demand, after a short while it also turned its attention to retail. In 1997, Banca Transilvania became the first banking institution in Romania to be listed on the Bucharest Stock Exchange.

The bank's strategy is supported by strong shareholders, such as: the European Bank for Reconstruction and Development, with 15% of share capital and IFC – the investment arm of the World Bank. Banca Transilvania is the central element of the 'Banca Transilvania Financial

Group', offering its clients integrated financial products and services: banking, investment and financing options, such as business administration, securities transactions, leasing and operational leasing.

Currently BT has over 2,200,000 clients (retail and corporate), almost 500 units and over 7300 employees.

The bank's activity is organized on three main business lines - Corporate, SME and Retail, which are approached

on sectors - the Healthcare Division, Agribusiness and European Funds.

Banca Transilvania is a local bank, with fast, flexible decisions, meant to support and offer the best solutions to its clients.

Decentralized decision-

making represents one of the elements that differentiate it from the competing banks on the market.

In Cluj-Napoca, BT has a well-established position, with 2 out of 3 residents choosing it as their bank, and 35% of the companies having their main accounts here.

This year, Banca Transilvania has been named the most valuable banking brand in Romania, by Brand Finance 2017, a global consultancy and business evaluation company in the field of brand evaluation and the Best Bank in Romania, by Euromoney magazine.

ALMOST 500 UNITS IN ROMANIA AND ITALY

7,300 EMPLOYEES

3 BUSINESS LINES: CORPORATE, SME, RETAIL



Transylvania Evolution represents a public-private initiative dedicated to the growth and business partner-matching, providing tailored solutions to local and foreign investors, for a coherent long term consolidation and development of city of Cluj-Napoca and Transylvania Region.

Cluj-Napoca - Klausenburg - “The Heart of Transylvania Region”, representing one of the most effervescent second tire city in Eastern Europe, with high potential development trend in education, business, culture and quality of life.

Major investors in Cluj-Napoca / Transylvania Region:

BOSCH, SIEMENS, EMERSON, RANBAXY LABORATORIES, DE'LONGHI, HOLCIM, BOMBARDIER, CONTINENTAL AUTOMOTIVE, STEELCASE, OFFICE DEPOT, TENARIS, MICHELIN, GENPACT and many others.

Why Cluj-Napoca and Transylvania Region?

- Strategically located in Eastern Europe
- A benchmark for foreign investors
- High quality and capable human resources
- An eligible agriculture potential
- A university tradition center
- An important IT & BPO hub
- A qualified medical nucleus
- A multicultural vocation
- An undiscovered tourism potential

CLUJ-NAPOCA
BUSINESS
MEETING POINT
IN TRANSYLVANIA

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PROJECT PARTNERS

