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Considering the current state of affairs in CEE, market dynamics have shifted in terms of where investors are looking for safe investment opportunities, with some sectors seeing steadier capital flows and others struggling. Our experts chart the current hotspots and consider whether the markets are set to shift again.

“Money is still out there in the markets, at least for now,” says Zbârcea & Asociații Managing Partner Florentin Zbârcea. According to him, “there are investment funds and private equity firms on the lookout for opportunities in various sectors,” while “Romania is going through a prolific period as regards investments in the production of renewable energy.” Energy in general is on the up — including “nuclear, renewables, and gas — from exploration, to exploitation, and energy production.” Zbârcea adds that “Romania must continue the Black Sea gas extraction projects, to ensure independence from energy imports but, at the same time, new sources of energy production should be found.”

Zbârcea explains that, in Romania, “money is still available in sectors such as IT&C.” According to him, “the IT market has always had impressive growth rates mostly because of the highly skilled workers available locally. After all, Romania has one of the highest per capita numbers of certified IT professionals, with the high quality of their services offered for reasonable prices.” Zbârcea also highlights that “big global technology corporations are also present locally in cities such as Bucharest, Cluj-Napoca, and Iasi. In addition, the IT sector seems to be among those least impacted by the crisis, and it will continue to be an important growth factor for the Romanian economy.”

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