

COMPETITIVITATEA, ELEMENT CHEIE AL DEZVOLTĂRII INDUSTRIEI AGRO- ALIMENTARE ROMÂNEȘTI PE PIAȚA UNICĂ EUROPEANĂ

THE COMPETITIVENESS, A KEY ELEMENT OF THE DEVELOPMENT OF ROMANIAN AGRI- FOOD INDUSTRY IN THE EUROPEAN SINGLE MARKET

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Abstract: To be competitive is one of the nowadays major concerns in national, international and global environment. The Romanian agri-food industry faces big challenges after accessing EU. Romania can attempt to encourage its export competitiveness by formulating strategies to get better productivity and decrease the expenses of the agri-food industry. To come across which products turn out to be more competitive and for which manufactured goods the competitiveness was deteriorated helps us to design better development strategies. The integrated production systems are considered to be the future for Romanian agri-food production in the good economic efficiency. The last events and developments are the result of foreign investments but also of the actions of competitive national producers.

Keywords: agri-food industry, competitiveness, economic development, quality