



SAATEN UNION ROMANIA



SECTOR
AGRICULTURE

REGION
EUROPE

SAATEN UNION ROMANIA is the Romanian subsidiary of the German group, SAATEN UNION GmbH. With headquarters in Bucharest, the group is a private limited company with branches across Europe – the Czech Republic, Germany, France, Hungary, Poland, Russia, Slovakia, Ukraine, UK and subsidiaries in three other Romanian regions. SAATEN UNION ROMANIA has a turnover of between EUR 10m and 12m and employs c.100 staff. A leader in agribusiness, the company concentrates on the regional and national production and sales of certified cereal seeds (maize, wheat, barley, rye, oats), sunflowers and peas.

CHALLENGE

Following the dissolution of the Soviet Union in 1991, Romania has enjoyed an increasingly solid business environment which is why SAATEN UNION GmbH decided to set up there in 1992. Acceptance into the European Union (EU) in 2007 has introduced new funding opportunities and a rigorous, cohesive structure for transnational business.

Dragos Berzovan, finance director at SAATEN UNION ROMANIA, says, "Our company was developing fast and because Romania has much available land and generations of farming expertise, it was identified as a great place to set up an agribusiness company. We needed the highest level of support from an accountancy partner with a global reach, a great attitude, substantial experience of transnational set-ups and the ability to negotiate an increasingly complex taxation framework."

Dragos and his team considered other smaller Romanian accountancy firms but they never looked at the Big Four. They were impressed by UHY Audit CD's



Agribusiness in Romania is now Europe's fastest growing input market and we need to make sure that SAATEN UNION ROMANIA stays ahead of the game.



access to other member firms across UHY's international network, their flexibility and their competitive price.

SOLUTION

Since starting work with SAATEN UNION ROMANIA 12 years ago, UHY Audit CD has supported the business through an intense period of development and challenge. Demand for superior quality and high performance certified seeds grew and the business's status as leaders in their field was established. Romania was also undergoing new climate conditions – up to 40°C in the summer and minus 20°C in winter. Maintaining quality harvests in these conditions demands constant big investment in increasingly innovative technology and new equipment.

"As the business's support needs have become ever more complex, we have had to meet all their challenges with them," says Camelia Dobre, managing partner, UHY Audit CD. "In the last 12 years our services have expanded to financial auditing, tax advice, financial analysis, training and legal advice. Agribusiness in Romania is Europe's fastest growing input market and we want SAATEN UNION ROMANIA to stay ahead of the game. So solid advice is imperative."

RESULT

Such was the success of the partnership between SAATEN UNION ROMANIA and UHY Audit CD, that when the business decided to set up in Ukraine in 2014, Dragos turned to UHY member firm, UHY Prostor Ltd, Kiev, Ukraine.

"We are proud and delighted to be supporting our colleagues in Bucharest and we continue to look at new ways we can develop the services we offer SAATEN. We work seamlessly

with UHY Audit CD and feedback from our client is exceptional," says Olga Petrukhina, Senior Partner, UHY Prostor Ltd, Kiev, Ukraine.

"Constant changes in Romanian tax and other laws are always a burden on us. When we, ourselves, try to seek advice from the Finance Ministry we could wait a long time, sometimes up to a month. However, when we ask Camelia and her team, the answers come back in less than a week and they are accurate and helpful," says Dragos. "We have some of the best seed varieties in the world and our products, sales and distribution network are outstanding. Together with UHY we have built an outstanding reputation and we are always happy to recommend them to other businesses."

UHY IN THE AGRICULTURAL SECTOR

From small family estates to global operations, UHY member firms have solid expertise in advising the agricultural sector. A decline in arable farming suggests that output needs to double during the next 30 years to meet the demand for food. Businesses need to build economies of scale and develop partnerships to maximise opportunities. UHY's network reach means our member firms can help clients plan for change.

