JTI invests about EUR 300 million in its future 'green' factory in Romania

Bucharest, Romania, March 26th, 2026 – JTI today announced an approximate EUR 300 million investment to build a new, state-of-the-art factory in Ștefănești de Jos (Ilfov County). This investment reinforces JTI's long-term commitment to Romania and represents a new milestone in the company's more than 30-year presence in the country.

Gabriella Offeddu, General Manager, JTI Romania, Moldova and Bulgaria, emphasized the strategic importance of the investment: "This is one of JTI's most important investments in Romania. It reflects our long-term confidence in the country, its infrastructure, and the high quality of its workforce. Romania is a key location for our company and an important industrial hub in Europe. Today, about 1,600 employees work for JTI in Romania, including in manufacturing, headquarters, sales offices and our Global IT Hub. Their professionalism and dedication are one of our greatest strengths."

In 2025 alone, JTI contributed approximately EUR 1.4 billion to the Romanian state budget through excise duties, VAT, and other taxes and contributions.

"More than 70% of our Romania production is exported to around 70 markets worldwide. Our current factory is already one of JTI's top-performing facilities, with operational excellence and continuous improvement at its core. This is a testament to the expertise, reliability, and performance of our teams. Our new factory will cover a surface of close to 70 thousand square meters. It will integrate advanced equipment and technologies and highly efficient manufacturing processes, opening up possibilities for further expansion", said Klaus-Walter Thul, JTI Romania factory lead.
He added: "Designed to operate on 100% renewable energy, our future factory will also include expanded waste management capacity and its own water treatment plant. Safety and quality will remain our key focus throughout the construction works and the set-up of our operations. What we are building here is not only infrastructure - it is a benchmark for the future of JTI's global supply chain."

The new facility, scheduled for completion in 2027, will replace the current Bucharest production site, which operates under space constraints. A phased transition will ensure the smooth transfer of production to the new location.

JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS and LD. It is also present in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the twelfth consecutive year in 2026. For more information, visit www.jti.com.