



JTI's 30th Anniversary in Romania

August 2nd, 2023 - JTI is celebrating 30 years in Romania, having entered the market in 1993 under the name R.J. Reynolds, and was one of the first multinational companies established here. RJR became JTI in 1999, being now the largest Japanese company in Romania and having invested over 300 million euro so far.

"We established the business in 1993, and in 1994 went into production in the former Cinescoape factory in Pipera. In 2002, we were the first tobacco company to launch its own direct distribution system. At present, approximately 75% of our Bucharest factory production is exported to more than 65 countries. In terms of market share we are currently in second position in Romania, organically growing with powerful brands like Sobranie, Winston, Camel, LD, B&H and Winchester. For ten consecutive years we have been certified as Top Employers. We will continue to invest in Romania, to be the valued employer of over 1,300 people and an important contributor to the state budget. In 2021 and 2022, JTI contributed ~ 5.5 billion lei annually to the Romanian state, which translates as approximately 80% of the company turnover (including excise duty). We are here to stay, and we are here to grow", according to Alexander Pitchka, General Manager JTI Romania, Moldova and Bulgaria.

For the investment programs to continue as planned, the company needs fiscal predictability and legislative stability. For almost a month, the Government's intentions to increase excise duties on tobacco products outside the existing calendar have been circulated in the public space, and despite the authorities' openness to dialogue, the uncertainty continues, because there are no concrete proposals officially accepted and no conclusion has been drawn.

JTI is also a member of the main business associations in Romania: the Foreign Investors Council, the American Chamber of Commerce in Romania, the British-Romanian Chamber of Commerce, the Chamber of Commerce Switzerland - Romania.

JTI is not only a company involved in community and a large taxpayer, but also a partner in dialogue, with an open and constructive relationship with the regulatory and law enforcement authorities. JTI was the first tobacco company to sign a Protocol against smuggling in 2005, with National Agency for Fiscal Administration, and thereafter with the National Customs. Over 60 sniffer dogs trained to detect drugs, tobacco products and cash were donated by JTI over the past twelve years to the Customs. Also, from 2010, the Customs Authority has been a partner in the anti-smuggling campaigns initiated by JTI.

The company has built a strong reputation, giving back to society by investing in social projects and supporting cultural excellence. To name just a few, in 2000, the company was named Good Corporate Citizen in the presence of the President of Romania and in 2021 recognized by the Ministry of Foreign Affairs in Japan for promoting Japanese culture. Motegi Toshimitsu, Japan's Minister of Foreign Affairs, awarded a diploma to JTI "with deep respect, for its outstanding contribution to friendship and goodwill between Japan and other countries, through its efforts to promote Japanese culture in Romania". His Excellency, Mr. Hiroshi Ueda, Ambassador of Japan to Romania, has stated: "For the Embassy of Japan, JTI's 30 years is a long-term partnership and a significant contribution to the consolidation of relations between the two countries, recently sealed by the Strategic Partnership Agreement signed in Tokyo at the highest level. Initiatives in collaboration with the Embassy, such as the Romanian-Japanese Studies Center, the founding of the tea house at the National Museum of Art, the renovation of the Japanese Garden, the support granted to theatre companies from Japan participating at the Sibiu Theatre Festival, the support for Kendo and Iaido Sam-Sho Club in Timișoara, make JTI an indispensable partner in Japanese culture events in Romania. I wish JTI a Happy Anniversary and many years of collaboration with the Embassy".

An important partner in promoting Japanese culture is Sibiu International Theater Festival. JTI offers support for Japanese performing art companies participating in the festival since 2008, with Nakamura Kanzaburō XVIII performances. „In our collaboration with JTI we are equal partners. It's the type of partnership that brings an essential dimension that produces what one may call miracles, a truly „Wonder” - the festival theme for this year. JTI, just like the Festival celebrates 30 years. I want to wish “Happy Anniversary!", to all of us who are guiding the development of good and beauty for the people. JTI has been a strategic partner for many years. We have accomplished very important projects so that, when you say JTI, you say first quality, dance, and encounters with unique projects. I want to make my bow to the management of this organization and to the entire team we are working with because, if it hadn't been for them, and others like them, you would not have had the `wonder` of the Festival. Let's unite our voices, our feelings, our good thoughts and let's say to all our friends from JTI, wholeheartedly, Happy Anniversary!", stated Constantin Chiriac, Sibiu International Theater Festival President.

JTI began operating in Romania in 1993 (under the name R.J. Reynolds) and, since then has been involved in the community: the company has been a partner of Sibiu International Theatre Festival, Transylvania International Film Festival, National Philharmonic "George Eenscu", "Fairytale Tours" concerts in small cities, SoNoRo Festival, CoolSound and "A hand for the poet" projects and official sponsor of Gigi Căciuleanu Romania Dance Company. JTI has been honoured by the Japanese Ministry of Foreign Affairs for promoting Japanese culture in Romania. JTI supports the Japanese Garden, the Tea House within the National Museum of Art and the Romanian-Japanese Studies Center of the Romanian-American University. "JTI Encounters", launched in 2000, has become a national cultural brand in contemporary dance. From 2000, the company has supported JTI Scholarships for Journalists, being also a partner of Internship 2.0. The JTI Seniors program has run since 1998, 45 senior citizens in Bucharest's District 2 receiving food and medicines daily. Over the years, JTI has collaborated with Samusocial, Ateliere fără frontiere, ARC, SoSiSeSa and other NGOs, supporting projects to help people from disadvantaged backgrounds.

JTI is one of the largest manufacturers of tobacco and vaping products, operating in more than 130 countries. Headquartered in Geneva, Switzerland, JTI has over 46,000 employees, and is a member of Japan Tobacco group. For more information, visit www.jti.com.