Technology and tobacco: JTI has established a global IT hub in Romania

Bucharest, October 8, 2024 - JTI has established a technological hub in Romania, with about 140 employees currently and considering further expansion. The experts located in Bucharest provide information technology support for all types of activities within the leading tobacco company worldwide, whether it is production in the 38 factories globally, the eight research and development centers or sales, marketing, financial, human resources, etc. The range of services provided includes business technology solutions, data and analytics, software engineering, cyber security, and infrastructure & operations.

The new IT community benefits from flexibility of office hours including work from home, engaging and fun events, and great learning opportunities.
In 2024, JTI received the Top Employer certification in Romania for the 11th year in a row, following the evaluation of over 20 criteria, such as leadership, work conditions, on-boarding, talent attraction, development policies, learning, well-being, and remuneration.

Alexander Pitchka, General Manager of JTI Romania, Moldova and Bulgaria stated: "The technology hub established in Romania is one of the most important among the six global technology centers established by JTI worldwide and symbolizes our continued strong commitment to success of Romania. For sure we will continue our story of success, investing in local business, in production capacities, in brands and in our people".

"JTI's commitment to developing our Digital and IT HUB in Bucharest stems from our recognition of the exceptional talent and expertise that this region offers. The synergy and innovation within our teams here are driving our capabilities to new heights, and we are dedicated to cultivating this vibrant ecosystem further. Together, we will continue to push boundaries and achieve remarkable success", added Tom Greene, Senior Vice President Chief Digital and Information Officer and GBS.

JTI has a total of over 1,400 employees in Romania, in the Bucharest headquarters, the factory, in the recently established technological hub and in over 30 sales offices throughout the country. JTI Romania also coordinates the Bulgarian and Moldovan markets.

JTI is one of the first multinationals established locally, since 1993. The company has invested over 300 million euros in the local market, plus around 30 million euros in social and cultural projects.
JTI's business in 2023 for the two entities operating in Romania, JTI Trading and JTI Manufacturing, exceeds 1.7 billion euros. In addition to excise duties, JTI also transferred to the budget VAT, plus other taxes, and contributions, representing in total over 75% of the turnover, namely about 1.3 billion euros.

JTI started its activity in Romania more than 30 years ago, in 1993 (as R.J. Reynolds).

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