

Why **alBa IULia**?

IT'S ALL ABOUT HOW **TO BE**
SUCH AN **INCREDIBLE** CITY...





It isn't **why** **aLBa IULia**?

It's not even **when** **aLBa IULia**...

It's just **how soon** **aLBa IULia**!



WHY **alBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



alBa IULia...

IT'S THE PRESENT MAKING THE PAST TO LAST.

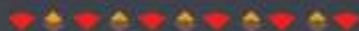




The size just shows you
small or big.

People & facts tell the real
thing! **ALBA IULIA** has
always been in the centre of
events.

During two thousand years,
history decided: **ALBA IULIA**
is The Other Capital of
Romania!



Why **ALBA IULIA**?
Worth to know,
we're here to show.



Which explains our brand positioning:
"The Other Capital"





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WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Let's play a little trivia exercise and see how
'the other capital'
is a little bit different from **others**.



WHY **aLBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Partnership with a major consultancy group:

aLBa IULia: YES

No other city in Central
& South Eastern Europe





WHY **aLBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



**Financial audit and rating from a
relevant company:**

aLBa IULia: YES

Bucharest: NO

MOODY'S



WHY **aLBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



+50 mil. Euro in EU funds for rehabilitating the largest
citadel in Central and South Eastern Europe:

aLBa IULia: YES

Nowhere else in RO



WHY **aLBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Professional city branding & brand manual:

aLBa IULia: YES

320 cities in RO: NO





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Long-term pro-made
marketing strategy:

ALBA IULIA: YES

320 cities in RO: NO





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Alba Iulia – **EDEN**
European Destination of **Excellence**

**We decided not to remain Romania's best
kept secret destination anymore...**



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Special recognition

ALBA IULIA: YES

Other Romanian Cities: NO



EUROPA
NOSTRA



WHY **ALBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Strong partnership with...





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Networks of excellence





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Royal
Capital



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



Guinness **World** Records

Getting the community
together in a way
nobody in the world has
done it before





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



01/1/2015



EU Structural funds



Over 150 mil. Euro from EU governmental funds attracted by the city in the last 5 years; over 2500 €/capita.

This means six times more than the revenues coming from national government and 25 times more than those collected at local level

The City Hall was the major investor during the financial and economic crisis, creating more than 1500 jobs through its projects



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The city of Alba Iulia
ROMANIA



Official National Recognition

Symbolic Citadel of the
Great Union of Romanians,
Romanian Parliament Decision no.
26/1994

Alba Iulia Municipality and the
surrounding area –
objective of national interest,
EO no. 93/2000



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ROMANIA



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WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



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before



The 1st Gate of The Citadel

after



Alba Carolina Citadel

before



The 2nd Gate of The Citadel

after



Alba Carolina Citadel

before



The 3rd Gate of The Citadel

after



Alba Carolina Citadel

before



The 3rd Gate of The Citadel

after



Alba Carolina Citadel

before



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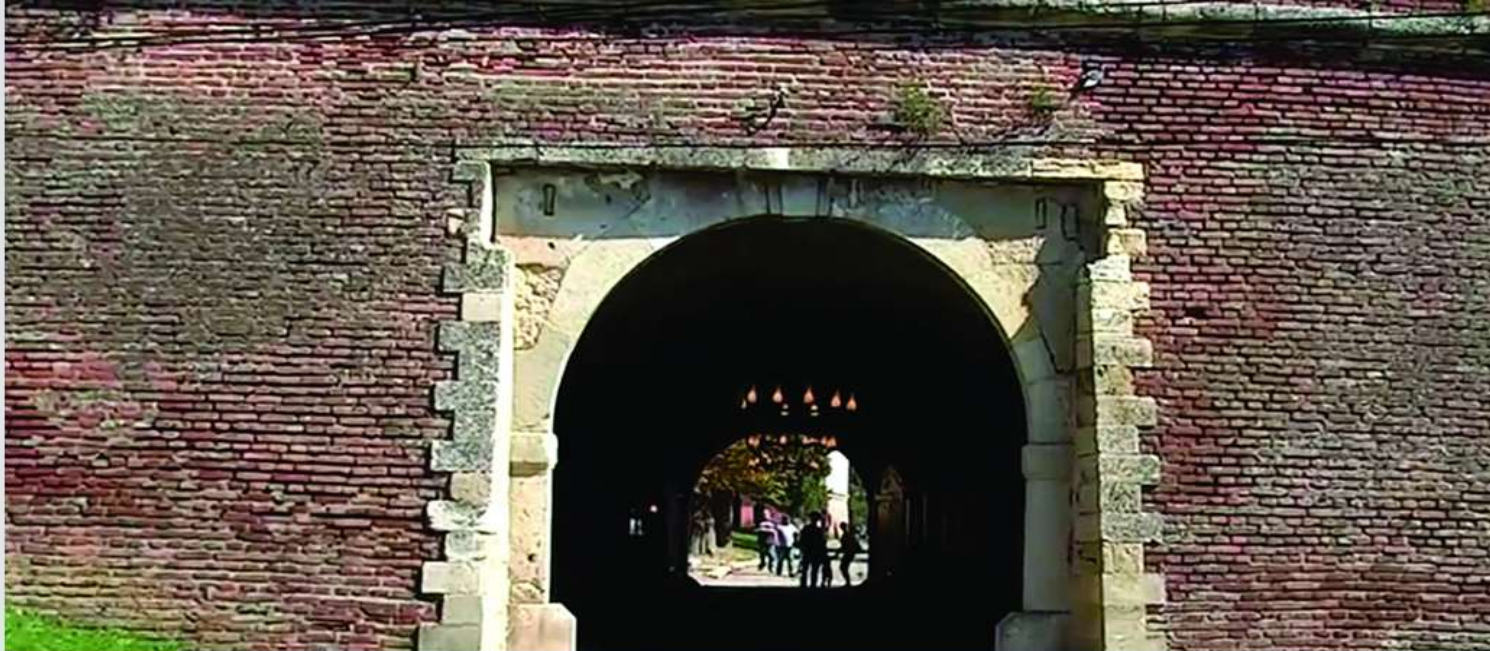
The 4th Gate of The Citadel - UNDP

after



Alba Carolina Citadel

before



The 4th Gate of The Citadel - UNDP

after



Alba Carolina Citadel

before



The 5th Gate of The Citadel

after



Alba Carolina Citadel

before



The 6th Gate of The Citadel

after



Alba Carolina Citadel

before



Equitation Center

after



Alba Carolina Citadel

before



Ierihon Building

after



Alba Carolina Citadel

before



Inside the Citadel

after



Alba Carolina Citadel

before



The Roman Castrum Gate

after



Alba Carolina Citadel

before



Alba Carolina Entrenchments

after



Alba Carolina Citadel

before



Trinity Raveline

after



Alba Carolina Citadel

before



Alba Carolina Entrenchments

after



Alba Carolina Citadel

before



Alba Carolina Entrenchments

after



Alba Carolina Citadel

Breathe the air of history...
in the largest citadel from Romania...
in fact from south and eastern Europe



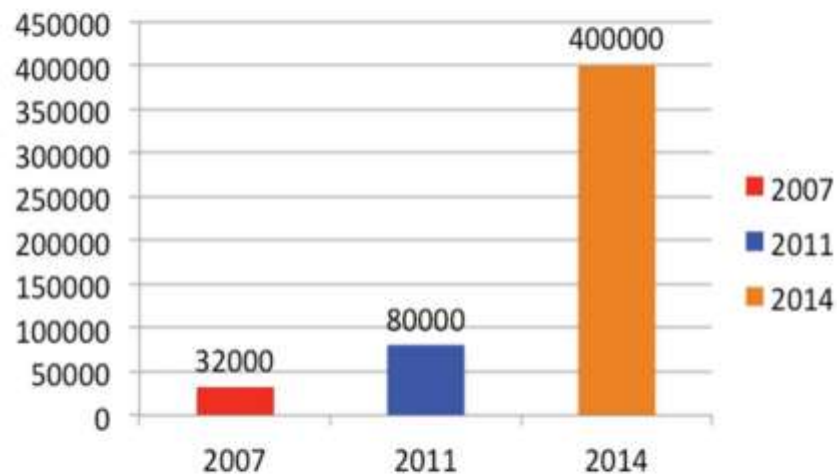
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Tourists in alBa Iulia



Tourists



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HORECA... JUST BE OUR GUEST !



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WELCOME TO
THE LARGEST CIADEL
IN ROMANIA



Breathe the air of history...





Where the ruins still speak...



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A vivid citadel...





THE Roman Guards



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THE Wolves of Apoulon



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THE Citadel's Austrian Guards...



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WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA





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DILEMA^{VECHE}





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



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WHY **ALBa IULia** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



To **be** your city's
ambassador...



ALBa
IULia
WELCOME TO
THE LARGEST CITADEL
IN ROMANIA
2012



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Legitimacy



“Alba Iulia: Romania’s heritage, Romania’s future. (...) As a historian I found this a fascinating place to visit. All the different eras of Romanian history are represented here – the original Dacian settlement, the Roman legionary fortress and the magnificent Habsburg citadel in the impregnable star-shaped configuration designed by the French military engineer Marshal Vauban.(...) But today the fortress is also a major tourist attraction- for school children learning about their history, for families enjoying a day out, for foreigners like myself keen to discover and appreciate Romania’s rich architectural heritage”.

(Martin Harris, Former Ambassador of Great Britain in Romania)



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia



digital

Visit Alba Iulia *analogue*
ecosystem for tourists from abroad





WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



NATIONAL
GEOGRAPHIC

TRAVELLER

Forbes



W!ZZ

CORRIERE DELLA SERA



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



A town coated by the legendary halo of the great historical events that took place within its ancient walls, Alba Iulia has deeply got into the Romanian people's mind and soul. No other Transylvanian town has gathered so many crucial meanings and symbols or passed so many unalterable sentences as far as its history is concerned.

With thousands and thousands of years of human existence lying behind it, a place of resented humiliation or defeated arrogance, Alba Iulia represents the charming mirror in which all the ethnic groups of Transylvania can discover their vigor or their traditions of yore. A space of conflicts during history has become one of concord and harmony in modern times. Therefore, Alba Iulia is also known as the other capital of Romania.

A royal citadel, residence of the bishopric, capital of the autonomous principality, and a military garrison, Alba Iulia has been during all historical periods the main political, administrative, religious, cultural, and military centre of Transylvania. We invite you to visit the other capital of Romania.



ALBA IULIA CITY HALL
24, Mărcușilor Road,
Alba County, Romania
Phone: +40 358 3116 142
email: office@alba-iulia.ro

Learn more about Alba Iulia
www.albaiulia.ro



WHY **ALBA IULIA** AND WHAT'S SO SPECIAL ABOUT THIS PLACE ANYWAY



The city of Alba Iulia
ROMANIA



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ROMANIA



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Moody's changes on Municipality of alBA IULIA's Ba1 rating from negative to stable; Rating affirmed

Key characteristics of Alba Iulia municipality

Strengths:

- Prudent budgetary management reflected in sound operating margins and balanced financial performance
- Adequate liquidity position which is expected to be additionally strengthened by end of this fiscal year
- Favorable debt maturity profile and manageable debt service by city finances
- Good location, county's economic hub, diversified industrial basis
- Comprehensive and centralized system of supervision and reporting

Challenges:

- Ambitious capital spending to upgrade municipal infrastructure to EU standards
- Expected increase in net direct and indirect debt
- Limited revenue flexibility

Leading Companies Around The World Use Moody's





World Bank to impact the lives of 60,000 in **ALBA IULIA** with long-term city development



*"The World Bank is delighted to provide technical assistance for the Assessment of the Long-Term Development Plans, strategies, and projects for the Municipality of Alba Iulia and to engage at the sub-national level. **Alba Iulia is a best practice example in the implementation of EU-funded projects,**"* said Ms. Elisabetta Capannelli, World Bank Country Manager for Romania and Hungary.



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ROMANIA



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New investment opportunities in the historic area

10 commercial spaces (indoor), that can be used as restaurants or for catering, exhibition services, touristic services - **8000 sq. m.**
Over **10,000 sq. m.** outdoor spaces suitable for terraces, seasonal peddlers, galleries, arts etc.



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New investment opportunities in the historic area



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New investment opportunities in the historic area



The Princes' Palace – **22,000 sq.m.**

Suitable as a museum, hotel, multicultural activities, entertainment, show biz, restaurants, events, conferences and much more...



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The Princes' Palace



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New investment opportunities in the historic area



Spaces property of Ministry of Defense which will be transferred to the local administration, suitable for hotels, commercial galleries, restaurants, tourist services, houses etc.



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New investment opportunities in the historic area





Batthyaneum Library





TRANSNATIONAL PARTNERSHIPS



OSLO



zaragoza



(1E
NO)
VA
MORE THAN THIS



I amsterdam®



Ajuntament
de Barcelona



CHIȘINĂU

AARHUS
KOMMUNE



CITY
OF WARSAW



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Transport

Modern public
transport (GPS, Wi-Fi,
digital info),
**organized at
conurbation level**
(35 km surrounding
Alba Iulia), serving
more than 90000
inhabitants

Plătește-ți biletul de autobuz
cu un singur SMS la 7585
număr disponibil în rețelele de
telefonie mobilă Vodafone și Orange
Costul unui SMS este de 0,40 Euro
(plus TVA)
Biletul se poate achiziționa doar pentru
Zona Tarifată 1 și este valabil
doar în această zonă, timp de o săptămână.



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IRU Bus Excellence Award 2013



Romanian company STP SA Alba Iulia commended 2013 best European bus company for significant investments in a green and comfortable vehicle fleet accessible to people with special needs, and for its punctual schedule, integrated ticketing system, and customer satisfaction and information policy.

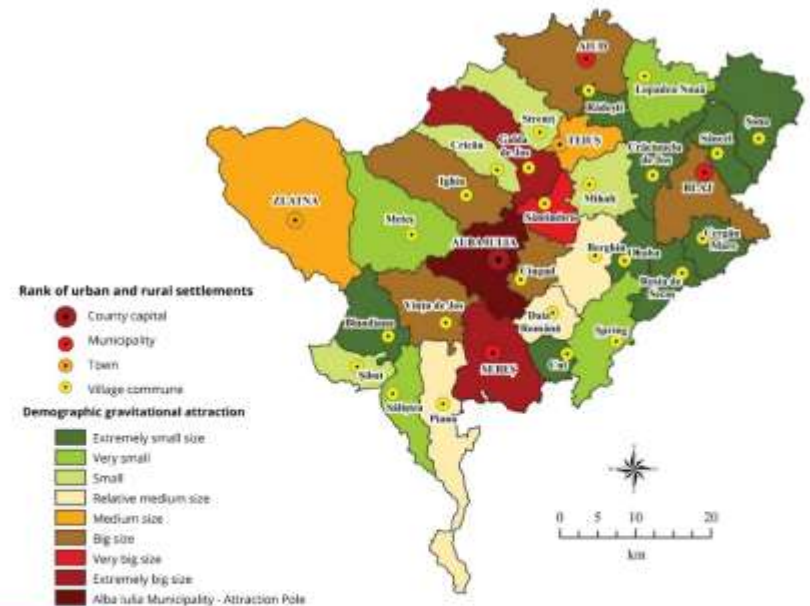
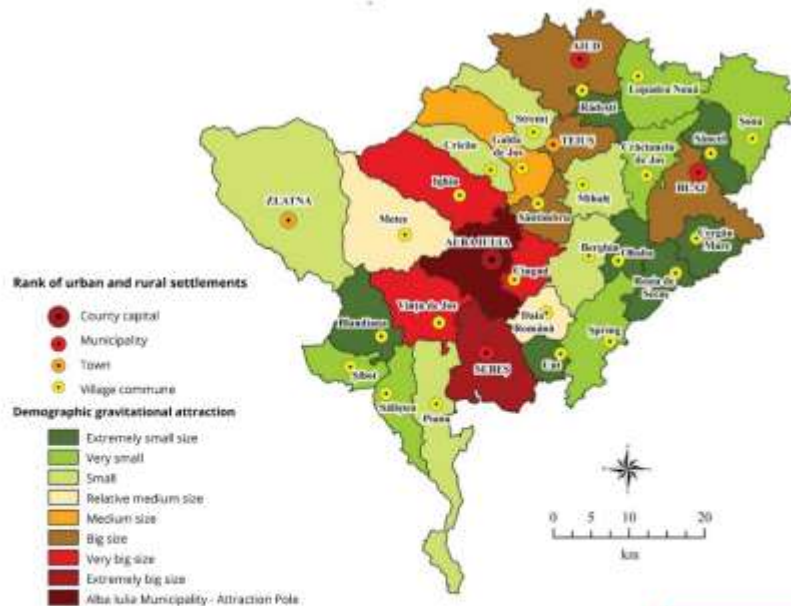


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Demographical and economical attraction between localities composing ALBA IULIA's conurbation



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A CITY OPEN TO GREEN ALTERNATIVES...



1700 panels / 138
Kw



100 000 EURO
saved



550 t/Co₂



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I'VELO



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EUROPEAN CAPITAL OF CULTURE



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