

# EU & Public Sector Services\*



## Consulting for the public sector and private companies for accessing structural funds

Romania's accession to the European Union represents a historic opportunity as well as a challenge for both public sector and private companies. The future competitors of the Single Market are mature and more developed in many respects. The accession is a promise for success, but there is no guarantee it would be an easy gain.

Following EU accession, aid for development will be financed from the EU Structural and Cohesion Funds which will replace the pre-accession funds. Accessing these funds by both public institutions and private businesses is subject to specific eligibility criteria, hence the effective use of these resources is in the national interest.

The capacity of the local authorities in terms of borrowing is limited. Their duties multiply year to year, without being complemented by similar increases in the allocated resources. Moreover, local authorities may encounter difficulties in accessing the European funds due to their limited preparation to use them efficiently.

Furthermore, companies would need to revise and adjust their activities if they want to successfully engage in doing business in the European Union.

Gaining the appropriate training/knowledge before the accession may be decisive to your success on the Single Market!

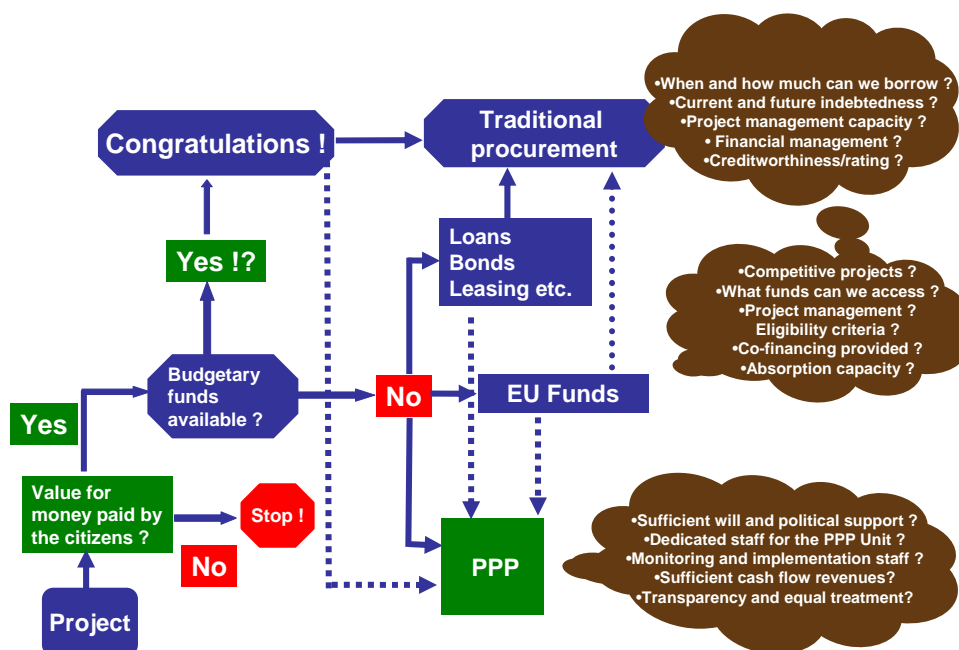
## How can we help?

PricewaterhouseCoopers would like to assist public institutions and companies in becoming prepared for the accession in order to benefit from this opportunity and to avoid any potential threats. Our global network and the knowledge and expertise gained from our presence in a number of country enable us to understand local needs and provide European expertise in a wide range of areas.

PricewaterhouseCoopers addresses its clients' individual needs and provides support in achieving its specific goals. Our individual consultations allow us to identify specific problems and opportunities thus enabling us to offer short, medium and long term solutions tailored to our clients needs.

Our team of specialists, including our PricewaterhouseCoopers' international network and reputation, are ready to assist you with:

- Investment attractiveness studies
- Project preparation:
  - Project identification
  - Market analyses
  - Pre-feasibility studies
  - Feasibility studies
  - Cost-benefit analyses
  - Impact studies
  - Co-financing resource identification
  - Application preparation
- Project management
  - Resource identification and co-ordination
  - Preparation of the financial application/ project co-financing
  - Tender documentation preparation
- Project implementation assessment
  - Verification of compliance with the financing methodology
  - Objectives accomplishment assessment
  - Project audit
- Assistance in drafting the communication strategy with project stakeholders
- Assistance in meeting project visibility requirements



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