

THE INDUSTRY OF THE MUNICIPALITY OF ZALĂU – ASPECTS OF DIFFERENCES IN THE YEAR 2013

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INDUSTRIA MUNICIPIULUI ZALĂU – ASPECTE DE DIFERENȚE LA NIVELUL ANULUI 2013

ABSTRACT: *This paper presents a blueprint for the industrial entrepreneurship of the municipality of Zalău, presenting a recent history of disparities in development.*

Given that Romania has joined the European Union on 1 January 2007, regional development has taken a new impetus in eastern Europe, including the city of residence of the Sălaj County. Thus, in order to support local and regional economic development, we intend to present elaborate analysis developed as a business card of economic activities of industrial type, usable in development strategies.

Restoring economic structure based on processing of statistical data for the year 2013 is a form of concrete visualization of the economic sector, restoring the number of active firms and other genuine nuances of sectorial economic life of the municipality of Zalău, drawing its concrete position in the context of polarizing centers in the North-West Developmental Region of Romania.

KEYWORDS: *Zalău, Sălaj County, economic structure, industry, Michelin Romania, Silcotub S.A.*

REZUMAT: *Lucrarea prezintă o radiografie a antreprenoriatelor industriale de pe raza Municipiului Zalău, prezentând o istorie recentă ale diferențelor de dezvoltare.*

Având în vedere faptul că România a devenit membru al Uniunii Europene, la data de 1 ianuarie 2007, dezvoltarea regională a prins un nou elan și în partea estică a Europei, incluzând și orașul de reședință al Județului Sălaj. Astfel, în vederea susținerii evoluției economice locale și regionale, ne propunem să prezentăm analizele elaborate ca o carte de vizită a activităților economice de tip industrial, utilizabile în strategiile de dezvoltare.

Redarea structurii economice, bazată pe prelucrarea datelor statistice la nivelul anului 2013, este o formă de vizualizare concretă a sectorului economic, redând numărul de firme active și alte nuanțe autentice ale vieții economice sectoriale ale localității Zalău, trasând concret poziția acesteia în contextul centrelor polarizante din Regiunea de Dezvoltare Nord-Vest a României.

CUVINTE CHEIE: *Municipiul Zalău, Județul Sălaj, Structură economică, industrie, Michellin România, Silcotub S.A.*

1. GENERAL CONTEXT OF RESEARCH

Economic interdependence of Member States of the European Union becomes visible from the first decade of the 21st century, as evidenced by structural cohesion¹, policies and programs, supporting education, research and innovation, reducing unemployment, power system, environmental protection and common market.

So, researching the aspects of the structure of economic disparities, applied to the areas of Romania's development is a hot topic in intentions to apply measures compatible with optimum potential of the

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¹ ***, (2014), Introduction to EU cohesion policy 2014–2020, Edited by the European Commission URL: http://ec.europa.eu/regional_policy/sources/docgener/informat/basic/basic_2014_ro.pdf

targeted perimeter. Thus the theme of our research fits into a recent history, offering a regional, local and national perspective.

2007 marks Romania's accession to EU structures, ending the transitional period which lasted nineteen years since the collapse of communism. The economic outlook is given a new connotation. Post-accession benefits are visible by creating new institutions, entrepreneurship development, road improvements re-branding domestic products and attracting multinational companies insistently – generating an uplifting economic situation. But in spring 2010, the wave of economic crisis started by the United States arrives in the European Union's countries, also affecting negatively our country.

Although the economic level of Salaj County is outweighed by each county constituting the North West Development Region of Romania, Zalău municipality still maintains its position among polarizing county seats with an industry that meet certain demands of the national and international market.

In this research we aim to render the appearance of economic structure and level of development in the industrial sector, highlighting issues of difference related to the year 2013 in the city of Zalău.

2. SPATIAL AND TEMPORAL HIGHLIGHTS

The first document of the city of Zalau can be found in *Gesta Hungarorum* written in the first decades of the twelfth century by the Hungarian King Bela III's anonymous notary (b. 1148 – d. 1196), Zalău being cited as the *Zyloc*².

According to the research of the hystorian Petri Mór, etymologically, Zalău city's name is based on an Avar term -silah / silaj- which translates as „gun belt”³.

Thus it can be inferred that the are of Zalău was inhabited since ancient times by a native population, certainly Dacian origin, which overlapped other cultures and civilizations -including the Avar civilization beginning with the seventh century AD.

According to statistics of the year 2013, the current population of the municipality is mostly Romanian (43, 442 – people), followed by Hungarians (8713 – people) and other nationalities such as: Roma, Ukrainians, Germans, Slovaks, Russians, Italians and other nationalities -totaling 56 202 inhabitants⁴.

The municipality extends over an area of 90.09 km², occupying the central area of Sălaj County, with the landmarks of the upper stream Zalău, European road axis from north to south -E81, supplemented by administrative neighborhood municipalities: Crișeni in the north, Mirșid and Creaca in the east, Românași and Treznea in the south and Meseșenii de Jos and Hereclean in the west (Fig.1.).

From a geographical point of view, Zalău is situated north of upland Meseș mountain unit (Fig.1.), Recording maximum altitudes east of E81 and Step Meseș (Măgura Stînii –716m and –664m Meseș Forest). To the west stands out Mezeșu Peak 599,8m, near which has its source the creek Zalău. To the southeast of the limestone structure of Meseș the village Stana was established, a component of the municipality analysed, predominantly with a residential function.

The settlement of the municipality folds itself on the axis of Zalău river valley, geographically with a pronounced hilly character, in the west flanked by Labului Hill–402m, in the eastern part the group consisting of: Red Coast –405m, 387m-Dâmbu Ciobanului, Ceacău–409m and Malu Hill –356m. In this context, expansion of city development is mainly done on a longitudinal axis, influencing the situation in the north of the stock capital mainly out of the industry, on the outskirts of the township.

² Attila, Szabó T., 1936, p. 3

³ Petri Mor, 1901, Vol. II, without pagination, URL: <http://mek.oszk.hu/04700/04750/html/109.html>

⁴ Pop Florica -coordonator, 2013, p. 12, URL: http://www.bjs.ro/Document_Files/Ghidsalaj/00000582/ lduqu_GHID%2011%20febr.%202014%20final.pdf

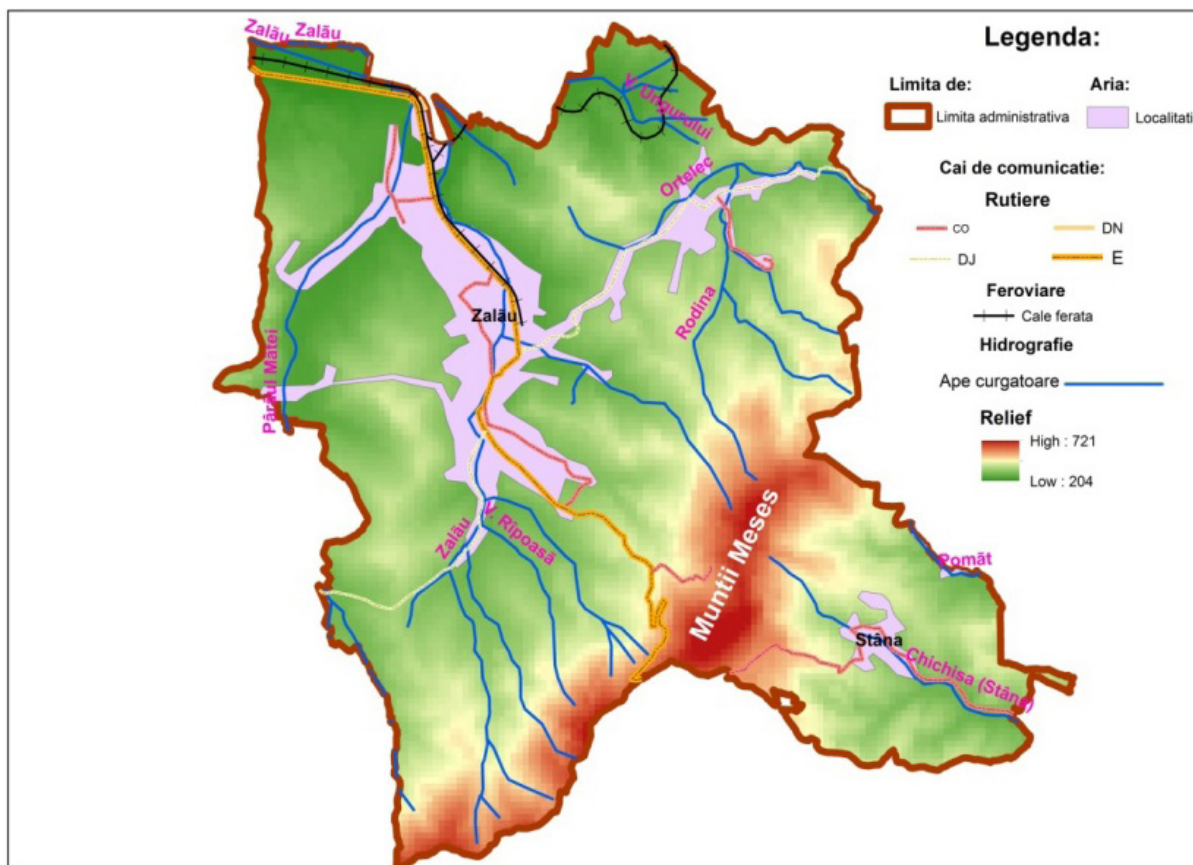


Fig.1. The municipality of Zalău . Physical and geographical landmarks and administrative framing (Source: the author)

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3. PHASES AND STAGES OF DEVELOPMENT OF THE INDUSTRIAL ECONOMY

Located at a distance of 89km from the city of Cluj-Napoca, the city of Zalău and surrounding areas were turned into a defining cultural center for the development of Sălaj County. In this way the industrial activities develop concentrating themselves in the city of residence, satisfying local needs first, later evolving into a polarizing center of the region, producing goods for internal and external needs of the country.

In 1854, the guilds⁵ in Zalău comprised a total of 578 artisans who dealt with: pottery, wheels and wagons manufacture, shoemakers, carpentry, metalwork, sewing, weaving, blacksmithing, butchers, leather goods and saddlery.

The forced development of the industrial economy, created through centralized policy management of the Romanian dictatorship in the period known as „The Golden Age“, was spent in the second half of the twentieth century by imposing national development projects.

During the transition period, after 1989, industrial activities are going through severe tests of the market economy being affected by the economic crisis in the period 2009 –2011 -facing various alternations between development and bankruptcy.

The reference year 2013 was a period of stabilization of the national economy, presents statistical data reported dissonantly on the domains of activity. The economic structure in the industry of Sălaj County, the town of residence is presented as one saturated on the labor market specializing in technological activities. However, the local profile of municipal unemployment is characterized by poor qualifications, counting a total of 2872⁶ people, which limits the opportunity for investment in sustainable development of industrial economy.

Contrary to the fact that the local authority of the City of Zalău maintains a good relationship with the business, one can not record leaps in expanding and developing industrial economy, being overshadowed by the industrial activities of Cluj-Napoca and Oradea, who managed to polarize the entire area of the Region of North-West of Romania.

4. THE INDUSTRIAL PLATFORM

Influenced by the movement of air currents, of the ocean masses of urban climate, pollutants emitted into the local atmosphere are spread from south to north, sheltering the residential area of the city.

The settlement of the northern industrial platform (Fig.2.), inside the perimeter of Fabricii street is the area behind the Bus Station, continued by Macies street, Depozitelor street, on the eastern side of the road E81, customized with the nomination of Mihai Viteazul Boulevard. In this sector, with an extension of 4 km, are located: the producer of furniture Bellinea, the milling unit Abomill, Rominserv Valves IAIFO Zalău, the enterprise of industrial armatures, ceramic section for constructions of the company Cemacon of Cluj-Napoca and the CFR Railway Station.

On the western side of the boulevard, the industrial zone extends over a length of 6,4km, located between OMV gas station, 800 m downstream of the Bus Station, and Unit Command of the Gendarmerie of Sălaj County. The main entrepreneurs with industrial profile that are found in this sector are: Rosko Textil – producer of clothing items, Electrica S.A., the office of the Michellin Romania Zalău -a recognized brand in the global market of tires, respectively Tenaris steel unit Silcotub Zalău. Based on human capital employed in industrial production, the area comprises establishments providing accommodation, restaurants, storage, repairs and parking for carriers.

Although the industry of the City of Zalău experienced its peak development during the communist period, when everything was centralized, without taking into account the resources of the geography of production regarding raw materials, such as iron ore and rubber, infrastructure and cheap labor permit maintenance companies in the sector and market economy. In this regard, Cormoș, V. describes the industrialization of 1968, noting that at that time „went into production 14 new industrial objectives, of which the most important are: Industrial Enterprise of Cast Iron and Steel (I.A.I.F.O.), The Cotton

⁵ Petri Mor, 1901, Vol. II, without pagination, URL: <http://mek.oszk.hu/04700/04750/html/109.html>

⁶ Dorin Alexandru-Pura, Breban Florica- release, 2013 Statistical overview of registered unemployment at the end of February 2013 URL: <http://www.salaj.anofm.ro/Buletin%20statistic%20februarie%202013.htm>

Mill, Enterprise of enameled electrical conductors etc.⁷ Rubber processing in the County of Sălaj, is linked to the history of the company Zalău Tires, which went into production in 1977, passing into the private ownership of Michellin Group, based in Bucharest and another branch in Florești, Prahova County -from 2001 onwards.

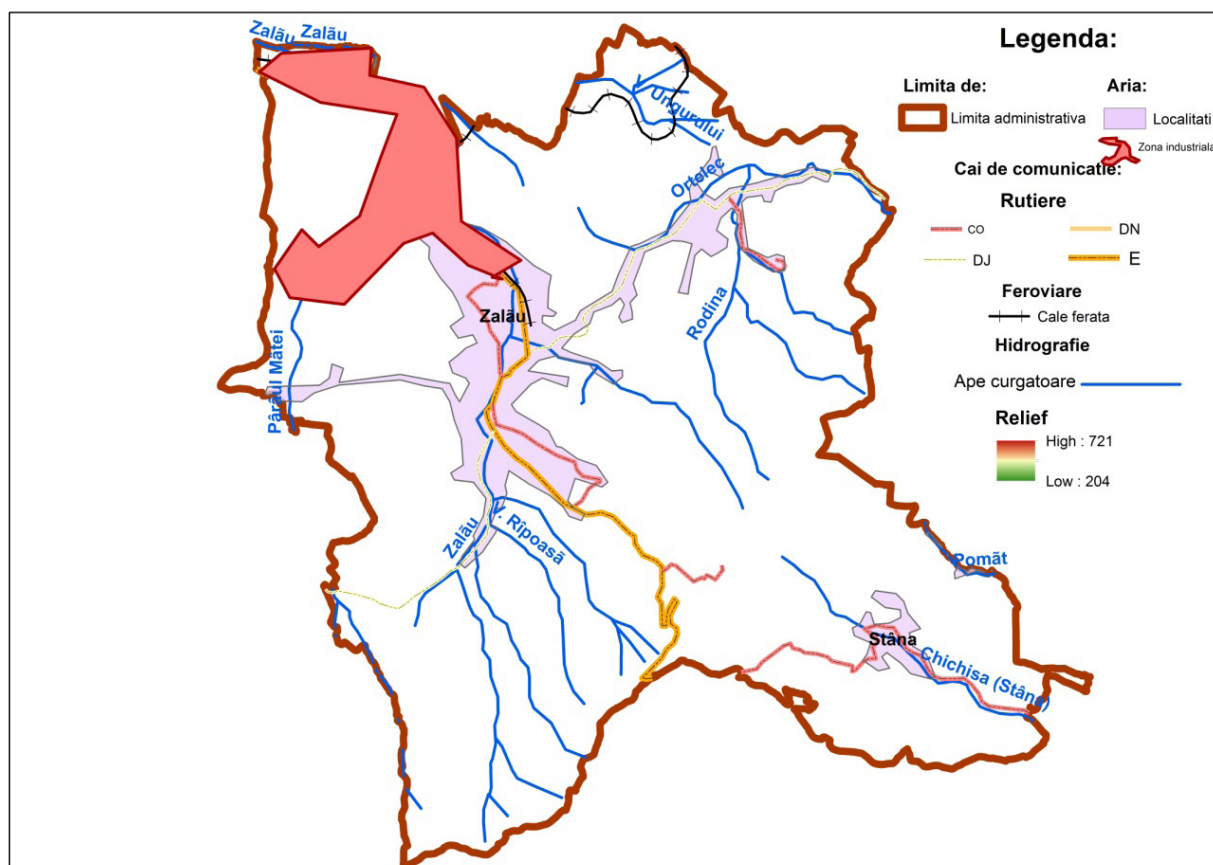


Fig. 2. Outlining the location of the industrial platform of Zalău. Source: author

5. THE DIVERSITY OF INDUSTRIAL ACTIVITIES – VALUE DIFFERENCES IN DEVELOPMENT

Economic data in Romania are collected, processed and held for the provision of information to beneficiaries through authorized institutions such as the National Institute of Statistics, the Trade Register and other private companies interested in the field. Their work „is based on the principle of autonomy, privacy, transparency, relevance, proportionality, statistical deontology and cost / efficiency⁸“, in order to establish benchmarks and effective measures necessary to maintain balance and development.

Data collection is performed in accordance with the classification system of economic activity, included in the magazine NACE No. 2, based on European Union directives provided by EUROSTAT, it is included in the reporting system of the present research.

The methodology in researching of recent economic history, as opposed to traditional historical research has a strong regional marketing character, serving as a support of sustainable development, drawing spatiotemporal parallels between tradition and modernism, measuring the constructive character of these.

⁷ Victor, Cormoș, 1980, p. 73

⁸ ***, INS- Prezentare generală, URL: [www.insse.ro/prezentare generală](http://www.insse.ro/prezentare_generala)

The statistical data processed in our interpretation, are meant to indicate the polarity of development and the economic effects of the production capital on a development area.

The study of the economic structure of the industrial area with which the Municipality of Zalău presents itself in the year 2013 represents a thorough account study, through which the development becomes a transparent and predictable effort over the axis of development in which the town of residence of Sălaj County can apply.

The economic structure of the industrial sector for the municipality of Zalău, is implemented at the level of 2013 through 22 fields, grouped into 10 sectors (Tab.1.), such as mining, food and beverage, light industry, wood processing, cellulose and paper industry, chemical industry, metallurgy, machine building, machine-electricity and other industries.

Industrial activity is carried out through the 244 registered companies with headquarters in the city of Zalău, providing 3640 jobs. To this we add the activity of companies with foreign capital, most with headquarters in Romania, operating as subsidiaries such as tire factory and metal cords of the French corporation Michelin⁹, the company AVRIL SRL¹⁰ -present on the construction market and on that of metal products, based in Negrești-Oaş. Light industry is represented by the clothing and underwear manufacturer, SC Rosko, from the town Curtici, Arad, ranking as one of the top ¹¹ producers in Romania.

TAB.1. The accounting of economic data in industry, based on NACE Magazine NO.2, in the year 2013 in Zalău

Nr. crt	Branches of industry	Domains of activity and NACE code, Magazine no. 2 ¹	No. of firms	No. of de employes	Fiscal value (Lei)	Profit (Lei)	The value of the superstructure (Ut – Units total)
1	Mining & Quarrying	* 08	5	15	4162202	653337	4815569
2	Food and beverage industry	* 10, * 11	34	235	17687955	1085864	18774088
3	Light industry	* 13, * 14, * 15	34	610	30712883	3424002	34137529
4	Wood processing industry	*16, * 31	35	126	41248750	905599	42154510
5	Cellulose and paper industry	* 17	3	1	174588	165155	339747
6	Chemical industry	* 20, * 22	21	123	12692923	1030634	13723701
7	Metallurgical industry	* 23, *24	18	1583	1588738638	158719494	1747459754
8	Car building industry	* 25, * 26, *27, *28, * 30, * 33	78	802	83412398	5581771	88995049
9	Electricity Industry	* 35	11	85	72376015	2199986	74576097
10	Other industries	* 18, *32	26	60	3419016	757884	4176986

Source: Data processed on the basis of the Companies list, version February 2015

- 1 **Legend of NACE code, Magazin no. 2, of tabel no.1 (Tab.1.):** *08- Other mining and quarrying, *10- Food industry, *11- Manufacture of beverages, *13- Manufacture of textiles, *14- Manufacture of clothing items, *15- Tanning and dressing of leather, *16- Wood processing, *31- Manufacture of furniture –, *17- Manufacture of paper and paper products –, *20- Chemicals and chemical products –, *22- Rubber and plastics, *23- Non-metallic mineral products, *24- Metallurgical industry-, *25- Construction and metal products, *26- Computers, electronic and optical products, *27- Electrical equipments, *28- Manufacture of machinery equipment and tools, *30- Other means of transport, *33- Repair and installation of machinery and equipment, *35- Production and supply of electric and thermal energy, gas, steam and air conditioning, *18- Printing and reproduction of recorded media, *32- Other industrial activities.

The economic structure of the City of Zalău is represented by exposing areas of activity and values shown statistically through the number of companies, number of employees, amount of turnover and

⁹ *** ,Despre Michelin în România, URL: <http://www.michelin.ro/despre/michelin-in-romania>

¹⁰ .***, S.C. AVRIL S.R.L., U.R.L: <http://www.avril.ro/index.php>

¹¹ *** , Major Companies, URL: <http://mcr.doingbusiness.ro/companii/rosko-textil-srl/640>

the profit from which one can deduce the amount of capital superstructure industry, expressed as the amount of power production and the profit achieved, expressed as total Units (Ut).

TAB.2. Value hierarchy of the branches of industry – in the year 2013 for the city of Zalău, expressed through economic superstructure (Ut).

Nr. crt	Branches of industry	The value of the superstructure Ut	Hierarchical place
1.	Metallurgical	1747459754	1
2.	Car building	88995049	2
3.	Heat and power production	74576097	3
4.	Wood processing	42154810	4
5.	Light	34137529	5
6.	Food and beverage	18774088	6
7.	Chemical	13723701	7
8.	Extraction	4815569	8
9.	Other industries	4176986	9
10.	Cellulose and paper	339747	10

Source: Data processed based on the List of Companies, Version February 2015

Metallurgical industry

Achieving hierarchical value of economic superstructure in industry (Tab.2.), it appears that the industry of the city of Zalău is dominated by metallurgy, with its two fields, presenting NACE codes 23 and 24. They are represented by 18 companies of speciality out of which 16 companies operating in manufacturing non-metallic mineral products -code 23 and in metallurgy itself, code 24, we find two companies active in 2013.

The metallurgical Company S.C. Silcotub S.A. recorded in 2006 following the privatization of the pipe enterprise Zalău, as a member of Tenaris S.A., established in Luxembourg, it specializes in the manufacture of seamless pipes for any use, with an annual production capacity of 180 000 tonnes. It '... includes a line of continuous hot rolling mill ... two pipe lines for adjusting ¹², hot rolled pipes, a cold drawing pipe section ... and a center for industrial and automotive components „. The company monopoly in the marketplace is world class, and local jobs offered are 1,542 in number, expanding the capacity of polarization of the municipality.

Car building industry

Classified on the second place, the motor industry that encompasses the following areas NACE Magazine No. 2: construction industry and metal products -code 25, computers and electronic and optical products -code 26, code 27 electrical equipment, machinery and machine tools – code 28, manufacture of motor vehicles, trailers and semitrailers -code 29, manufacture of other means of transport -code 30, repair and installation of machinery and equipment -code 33.

In this sector of industry noteworthy is the profitability of the areas of activity. Media workers in the field compared to the 78 companies make up 10.28 employees per firm.

Heat and power production industry

It ranks 3rd hierarchically, grouping together all companies dealing with „production and supply of heat and electricity, gas, steam and air conditioning -code 35 „. Even though in recent years on the profile market a number of investors have made their presence in green energy photovoltaic type, the leading distributor is the Electricity Distribution Company Transilvania Nord S.A. – Zalău branch, established

¹² *** Tenaris. Strengthening our position in Romania, (2007), URL: <http://www.tenaris.com/shared/documents/files/CB377.pdf>

in 1973¹³. Manufacturer and distributor of heat and electricity to households and large industrial consumers was in 2014 Zalău Electric Plant S.A.¹⁴, being a member in the Zalău City Hall management .

Wood processing industry

Fourth place in the hierarchy is occupied by the wood processing industry, today through 35 companies, which provide 426 jobs, including the following fields: wood processing code 16 and furniture manufacturing -code 31.

The largest manufacturer of upholstered furniture in Zalau is the S.C. Bellinea S.A., established in 2003¹⁵, with 300 employees at the level of 2013.

Light industry

The hierarchization of main industrial branches, ranks light industry as No. 5, being represented by the 34 firms that provide a total of 610 jobs, targeting mainly female workforce. Activities of this branch focus on NACE Magazine No. 2 areas, comprising textile manufacture – code 13, clothing code – 14, tanning and finishing leathers- code 15. Turnover for the area was 30,712,883 RON, of which 11.43% is the amount of profit in this branch.

Food and beverage industry

The industrial branch of food and beverage production ranks hierarchically on 6th on the level of the secondary sector, being a position generated by the 34 companies working in the field. The turnover of the 34 companies engaging in their 235 employees and a turnover amounting to 17,687,955 RON.

Chemical industry

The presence of the 21 companies, in Zalău, in the chemical industry provide 123 jobs. The ranking in the busy industrial activities is only seventh place, with a turnover of 12,692,923 RON and a profit of 1,030,634 RON. Areas of activity include manufacture of chemicals and chemical products- code 20, along with manufacture of rubber and plastic products.

Mining and quarrying

On the administrative territory of the municipality of Zalău 5 companies are registered with extractive profile. By ranking the value of the superstructure, this industry is ranked eighth in the hierarchy. The economic structure of the area expressed by the amount of turnover is represented by an amount of 4,162,202 RON and the amount of profit is 653 337 RON, providing jobs for 15 employees.

Other industries

9th place is occupied by other industries, such as printing and reproduction of recorded media – code 18, combined with other industrial activities-code 32. These activities are carried out in 26 companies with a total of 60 employees and a turnover of 3,419,016 RON and the amount of profit is 757 884 RON.

Cellulose and paper industry

The three companies registered in cellulose and paper industry has the lowest intake of economic

¹³ *** , Societatea de Distribuție a Energiei Electrice Transilvania Nord S.A. -Sucursala Zalău. Istoric, U.R.L: www.edtn.ro/zalau/istoric

¹⁴ *** , Uzina electrică Zalău, URL: <http://www.uez.salaj.ro/>

¹⁵ *** , S.C. Bellinea S.R.L, URL: www.bellinea.ro/content

structure, closing hierarchically on the 10th place, with a turnover of 174 588 RON and a profit of 165 155 RON.

6. CONCLUSIONS

The industrial sector of Zalău City has developed in different time periods, materializing various fields facilitated by policies and development projects, generating an internal competition in the labor market, managing to arouse interest of giants among multinational companies, ensuring an economic stability for the city and surrounding areas.

The industrial-type economic development, specific for the county capital city, was eclipsed by and both facilitated by the town of Jibou, which is an important railway hub in Transylvania, dissipating some strategic industrial activities. Also Oradea, being a border town, has managed to capture possibility of better developments in all fields of economic sectors in Sălaj County. Cluj is an old urban center with prestigious universities, ensuring performance in industrial activities through locally well-trained workforce, ensuring an extra air transport infrastructure of international level.

The chance for developing industrial activities in Zalău are reduced to the improvement of the infrastructure, expanding the research activities, supporting performant higher education, attracting European funds to support opportunities for young people to buy new houses and establishing „innovative“ entrepreneurships of sustainability.

The inequalities of the industrial sector, regarding the domains of activity, can provide a strong point for the city, generating alternations of employment and development opportunities.

The industry of the city of Zalău develops disparitary as opposed to the intra-regionally or inter-county average in the North-West of Romania.

This research, although it is not very extensive, offers a clear vision of the development potential of the municipality in the year 2013, it is a continuation of a series of applications of the study conducted by doctoral thesis – „Economic and geographic disparities in the Northwest Region of Romania“ – crystallizing their own methods of analysis, underlining the regional economy processed by statistical values, accounting the activity level of companies on the level of administrative areas, omitting the theoretical load of the paper, making it accessible for regional marketing.

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