

Entrepreneurship in the Mureș County



1. Training Firms set up by the students at the Economic College "Transilvania" - Tîrgu Mureş

Within the Training Firms organised in school, the students will form the following skills:

- Communication skills
- Entrepreneurial skills
- Information Communications Technology (ICT) skills

The students learn to make business plans, to draw up the firm's foundation documents, to organise the firm's activity, to promote their business, to make transactions with other training firms and participate at national and international fairs.



Projects of exercise companies

Dream Travel

Transilvania
Tour

Cook Art



Projects of exercise companies

Global Art

Art Creation

Praesenti

Prezentarea ideii de afaceri

Realizarea unui parc tematic „Mini România” care să re Creeze o Românie în miniatură cuprinzând cele mai cunoscute obiective turistice din țara noastră - monumente, cetăți, castele, case memoriale, reprezentative pentru regiunile României.



Acest loc de recreere va deveni un important centru educațional, unde se vor putea desfășura o mulțime de activități extrașcolare.



COLEGIUL ECONOMIC „TRANSILVANIA”

FE ART CREATION SRL

“Creatie, inovatie, stil...”

F.E. PRAESENTI S.R.L.
Ateliere de creație AFTER SCHOOL
la agenții economice
Colegiul Economic „Transilvania” Tîrgu Mureș

Præsentia

“DESCOPERĂ MAGIA TIMPULUI!”

Profesorii:
Popoviciu Carmen - coordonator
Ocnean Liliana
Moldovan Elvira

Elevii:
Brad Ioana Mariana
Tomă Vlad
Clasa a XI-a B

F.E. PRAESENTI S.R.L.

Ideea de afacere

Mini-România



“O zi cât toată România”



5. Atelier de ceasuri personalizate

În ciuda faptului că realizarea de ceasuri personalizate pare a fi mai degrabă o activitate „de oameni mari”, copiii și tinerii cu simț practic pot să realizeze cu ușurință un astfel de ceas.

Materiale necesare:

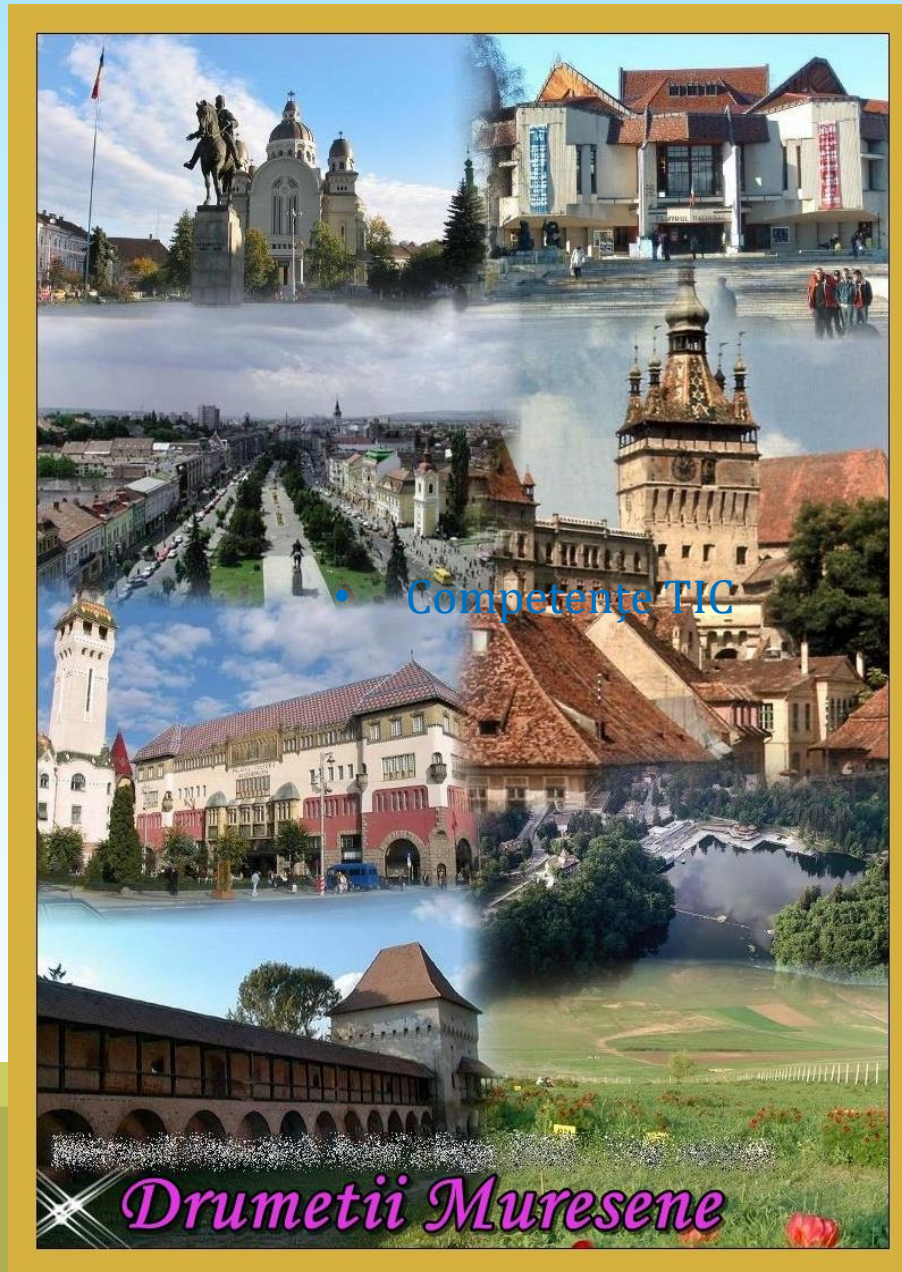
- cadru de sticlă de diferite forme
- mecanism ceas
- vopsea acrilică
- hobby marker
- suport



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14

The magazine "Hiking in the Mureș County"





Traditional dwellings



Traditional folk costumes



Food producers in the rural area

The Company Therezia, dairy producer – the village Pănet



- **Therezia** is among the largest producers of cheese in Romania, managing in a short time to impose on the EU market. Making use of creativity combined with the desire to preserve and promote the Romanian traditions, Therezia uses as raw material exclusively Transylvanian milk.



Traditional products processing centre in Saschiz



In the village of Saschiz, Prince Charles of Great Britain inaugurated a centre for processing traditional products. It is a centre to which the villagers can turn to produce their different kinds of jam, according to the conditions of hygiene and food safety established by the EU.

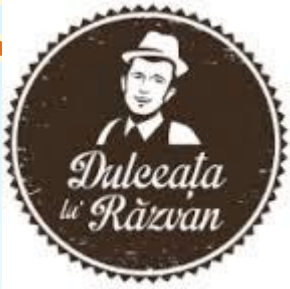
The processing centre, an investment of 100,000 euro, was designed in a multifunctional method such that it can produce not only jam but also other products such as matured cheese, sausages, vegetable stew and fruit bars.

Răzvan's jam – jam factory



Răzvan Rusu is 25 years old. He is from Reghin and chose to be his boss right after graduating from university. He set up a jam factory in a village from the Mureș County, and his jam jars with "Răzvan's jam" are in great demand both online and physical shops.

Răzvan decided to set up his business of processing the fruit collected from the villagers from Idicel-Padure. His company produces 30.000 jam jars every year.



Products with protected designation of origin

Telemeaua (white salty cheesemade from the milk of ewe or goat)
from Ibănești – made by the company MIRDATOD



"Telemeaua de Ibănești" became the first Romanian product included in the European register of the products with "Protected Designation of Origin" (PDO). The European Committee approved, on March 15th 2016, the application submitted by the Romanian authorities.

"Telemeaua de Ibănești" is a cheese speciality produced from the milk obtained from the cows bred in the Gurghiului Valley, salted by the use of brine from the brine wells from the locality of Orșova. The cheese is produced only in the localities Gurghiu, Hodac and Ibănești from the Mureș County, part of the Gurghiu Valley where the method originated and passed from generation to generation.



Wine tourism

The Wine Road in Transylvania

The traveller who starts from Tîrgu-Mureş and climbs the hill Cerghid suddenly faces the unique perspective of the Târnavelor Valley. Endless hills, planted with vines whose monotony is broken only by the beneficial presence of some wineries which also practice agrotourism. From Băgacior Găneşti and up to Alba Iulia runs the "Transylvanian Wine Road". Placed between carriages with flowers and barrels, one after another, by the roadside, the wineries are waiting for their clients.





VILLA VINEÀ

A bit of Transylvania's spirit!

The Wine Cellar Villa Vineà is a new construction with an architecture which reminds of the old towers from the Transylvanian villages. Under the grounds are the stainless steel tanks in which the unfermented wine ferments, at a controlled temperature. The story of wine in this wine cellar on three levels starts from "the roof" where the grapes fall into a grape crusher de-stemmer, and then they get into a pneumatic press. From the carefully pressed grapes, the unfermented wine reaches the tanks and its metamorphosis begins, under the close monitoring of the head cellar. **The oenologist of the wine cellar** is the Italian Celestino Lucin, the holder of the Winemaker of the Year 2009, awarded by the Italian wine magazine Gambero Rosso, assisted by the head cellar, Mihaly Denes.



The Butoiul Sasului Restaurant - Gănești

For the lovers of peace and a good lifestyle, it is the right place to relax and rest. The excellent menus, the wines from our production area and the qualified staff - multilingual cooks, will help you to recreate.



The wine cellars from Băgaciu



The Danish society Schreiber Tours Copenhagen has made the largest investment in rural tourism in Mureș County. The organisation purchased 12 houses in the village Bagaciu, specifically designed to accommodate tourists.

The houses from Băgaciu, with a capacity of 60 places, are fully booked up till the end of the year. The Danish tourists are transported to Târgu Mures by plane from the airports from Copenhagen and Billund. Fifty people come here every week to taste the traditional food, to participate in the fieldwork or take care of the animals, together with the local people.

The Valea Verde Complex– the locality Cund

In a romantic valley, not far from the medieval town of Sighișoara, lies the Green Valley hotel complex in the small village Cund. The love for nature, the strong connection with the rural Transylvania, the ability to create a soothing and relaxing atmosphere and the passion for good food are the core principles that guide us in our adventure. When you walk under the canopy of old trees, ride on the hills, watch the sunset near the natural pool and enjoy a romantic dinner by candlelight in our restaurant – you will remember the eternal values that matter in life.

LIFE MEANS MORE THAN SPEED!



Gastronomic tourism BRUNCH in Transylvania



Evenimente gastronomice și alternative în sudul Transilvaniei

Eveniment	Data	Locație
Picnic în Cindrel Rod	[2]	
Flavours and Sounds of Transylvania	[16]	
Brânzeturi din Mărginime Rășinari	[30]	
Transilvanian Brunch Brădeni	[30]	
Picnic în Cindrel Cisnădioara	[13]	
Cină în natură - Transylvanian Gourmet Weekend Cund	[13]	
Picnic în Cindrel Cristian	[20]	
Transilvanian Brunch Pelitșor	[27]	
Flavours and Sounds of Transylvania	[4]	
Căpsuni și rabarbar Cincșor	[4]	
Electric Camping Full Moon Picnic Hosman	[4]	
Flavours and Sounds of Transylvania	[11]	
Degustare de carne de porc de mantașă Ilimbav	[11]	
Flavours and Sounds of Transylvania	[18]	
Piante medicinale din „Grădina preotesei” Sibiu	[18]	
Transilvanian Brunch Alma Vii	[25]	
Electric Camping Full Moon Picnic Marpod	[31]	
Flavours and Sounds of Transylvania	[8]	
Criș -Țara ovăzului	[8]	
Flavours and Sounds of Transylvania	[15]	
Ziua Zmeurei Sărata	[15]	
Electric Camping / Full Moon Picnic Sebeșu de Sus	[29]	
Transilvanian Brunch Ilimbav	[29]	
Transilvania Gastronomică - Food Culture Festival:		
Neighborhood Cooking Sibiu	[5]	
Five Region Picnic Sibiu	[6]	
Rural County Brunch Sibiu	[7]	
Taste of Romania Sibiu	[12]	
Cină în natură Cincșor	[12]	
European food vicinities Sibiu	[13]	
Flavours and Sounds of Transylvania	[13]	
Rachiuri fine din zona Târnavei Mari Șelca Mică	[19]	
Transilvanian Brunch Cornăeșel	[26]	
Picnic în Cindrel - Ziua recoltei Rod	[3]	
Flavours and Sounds of Transylvania	[10]	
Târnavioara	[10]	
Picnic în Cindrel - Târgul de mere Sibiel	[26]	
Flavours and Sounds of Transylvania - Tăiatul porcului Rod	[28]	

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Products from the specific gastronomy of the Mureş region: bread baked in the wood oven, Kurt-kalacs donuts, cakes.

„Slow Food” – Culinary show with natural traditional products

- Some of the products you will regularly find at the markets include different kinds of jams, pickles from Saschiz, teas, syrups, vegetable stew, homemade bread from Sighișoara, sausages, meat, salami, bacon. Additionally, you will find cheese made from sheep/ cow/ goat milk, honey and bee products, wines from Târnave and plum brandy from Transylvania.



Itinerary tourism





The touristic circuit "Transylvania Train"

The Tour of Transylvania starts in August of 2017, with space for 180 tourists in the train carriages. The train consists of four bar-bistro carriages, which have an exquisite bar at one end with tables and chairs filling the rest of the space. In the Transylvania Train, the travellers will be able to relax, chat with fellow passengers, enjoy a drink and the fantastic views of Transylvania.



The "TRANSYLVANIA TRAIN" Programme:

DAY1: The Haferland Area

DAY 2: Traditional crafts

DAY 3: Transylvania's Gastronomy

Day 4. Sibiu and The Făgăraş County



Transylvania Epic Bike Ride



Cycling, adventure, travel – beautiful craziness with people who share the same passion.

Between 23rd and 26th of June, passionate cyclists will ride 325 kilometres through the hills of Transylvania on asphalt and narrow forest paths. The tour is non-competitive, each participant will go at his own pace in a group of 4-10 friends, acquaintances and other cyclists.



The bike trail: 103 kilometers connecting the Braşov and Mureş counties.

The largest financing came from the Romanian- Swiss cooperation fund - 280.000 Swiss francs.



Rural gastronomic events



Descoperă cultura gastronomică din sudul Transilvaniei

- 29 Aprilie** Transilvanian Brunch / Apos, SB – Centrul de echitație Villa Abbatis
30 Aprilie Inaugurarea Surii Noii la Moara Veche / Hosman, SB – Ateliere senzoriale pt. copii
13 Mai Picnic în Cindrel / Râul Sadului, SB – Cândea
20 Mai Flavours and Sounds of Transylvania / Bazna, SB – Fam. Posea, Pensiunea Baasen
27 Mai Transilvanian Brunch / Cobor, BV – Ferma ecologică, Fundația Carpathia
- 3 Iunie** Picnic în Cindrel / Sibiel, SB – Șura Școală
10 Iunie Picnic în Cindrel / Cîsnădioara, SB – Sărbătoarea Cireșelor
10 Iunie Full Moon Picnic - Electric Camping / Hosman, SB
17 Iunie Flavours and Sounds of Transylvania / Ilimbav, SB
Degustare de porc mângalița – Bioferma Ilimbav
Transilvanian Brunch / Ruja, SB
- 24 Iunie** Transilvanian Brunch / Ruja, SB
- 8 Iulie** Flavours and Sounds of Transylvania / Prod, SB – Cross Country Farm
15 Iulie Flavours and Sounds of Transylvania / Gușterița, SB – Plante medicinale din Grădina Preotesei
- 22 Iulie** Flavours and Sounds of Transylvania / Nucet, SB – Biohaus – Fam. Cioran
29 Iulie Transilvanian Brunch / Valchid, SB – Vecinătate & Primăria Hoghilag
- 5 August** Flavours and Sounds of Transylvania / Cîsnădioara, SB – Prăjituri săsești și hanklich
12 August Flavours and Sounds of Transylvania / Sărata, SB - Bioferma Alăbștea - Ziaua Zmeurei
19 August Flavours and Sounds of Transylvania / Nocrich, SB – Centrul Cercetași & Fam. Șutea: Salvie și corcodușe
Transilvanian Brunch / Alma Vii, SB – Fam. Stapelfeld
- 26 August** Transilvanian Brunch / Alma Vii, SB – Fam. Stapelfeld
- 2 Septembrie** Cină în Natură / Cîncșor, BV – Casa de oaspeți
2 Septembrie Ziaua Morii / Hosman, SB – Moara Veche
23 Septembrie Flavours and Sounds of Transylvania / Orlat, SB – Domeniul Salgo
30 Septembrie Transilvanian Brunch / Săcădate, SB – Comunitatea maghiară
- 1 Octombrie** Flavours and Sounds of Transylvania / Cîncșor, BV – Ziaua Recoltei, Grădina casei parohiale
7 Octombrie Flavours and Sounds of Transylvania / Sibiel, SB – Gutui
14 Octombrie Flavours and Sounds of Transylvania / Cîsnădioara, SB - Mere și pere

Evenimente
Rurale 2017

Detalii și rezervări pe
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 **EATLOCAL**
in curând...

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travel & events

 **TRANSYLVANIAN TASTE**

 **SIBIU**
See you in Transylvania!

Spa tourism

The local resorts of Sîngeorgiu de Mureș, Ideciu de Jos, Solovăstru and Jabenita are renowned for healing qualities given by the salt water, mud, iodine and chlorinated water. The salt baths are in Apollo Wellness Club Hotel. Apollo holds a large swimming pool in a rectangular shape (it has salt water) and a complex of small oval-shaped pools (they have fresh water). The complex has about 24,000 square meters, indoor pools, a gym, a sports ground. The salt water pool has a size of 8 meters long and 10 meters wide, and the depth increases from 1.40 meters to 2.50 meters.



The blue clay from Râciu

The blue clay hill from Râciu became a place of pilgrimage and the number one tourist attraction of the Mureș County. The blue clay is transformed into a powder and used successfully in cosmetic treatments. The news about the properties of the clay from Râciu crossed the country's borders, reaching as far as Canada and the United States. The householder who discovered it exports large quantities through cosmetics firms. The blue clay from Râciu is currently on the first place in terms of minerals and trace elements concentrate, having the most beneficial effect in the cosmetic treatment or the treatment of various diseases. According to the analyses made, it is the purest and most effective healing clay in the world. The blue clay from Râciu is unique in Europe. A similar composition was only found in **Tibet** (composition PC 10.6%, 50.68% SiO₂, 17.23% Al₂O₃, 6.10% Fe₂O₃, CaO 7.07%, MgO 3.45%, 0.90% K₂O, 0.82% TiO₂, 11.71% CaCO₃ and many other trace elements).



The hunting tourism - Valea Gurghiului, Lăpușna



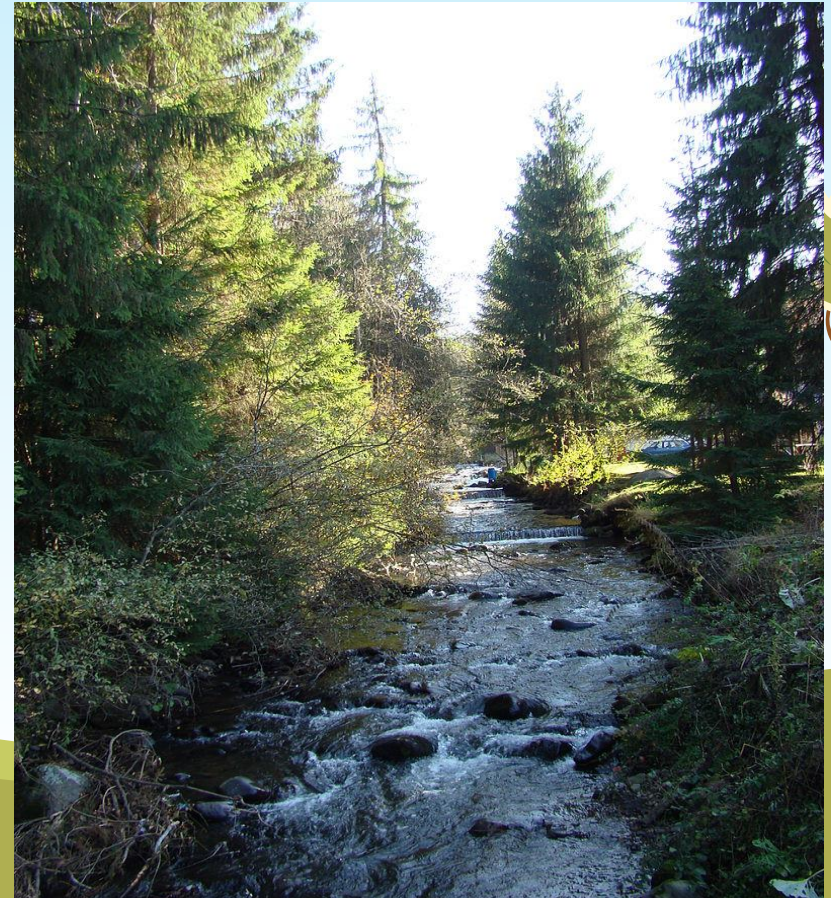
The Hunting Castle Lăpușna

It is located at an altitude of 815 m in the village Ibănești at 70 km from Tîrgu Mureș, in a mainly mountainous area. The castle was constructed between 1925 and 1926, and it belonged to the kings of Romania (Ferdinand, Carol II and Michael I) until the nationalisation in 1949. In the years of Nicolae Ceaușescu, the Hunting Castle functioned as a "Presidential House". Presidents like Khrushchev, Tito, Jivcov used to hunt here. Near the castle lies a wooden monastery, the Monastery Lapușna, dating from 1779.



The main game species existing in the four hunting funds within the Forestry Department of Mureș are:

- the brown bear - more than 130 bears
- the Carpathian stag - more than 430 stags
- wild boars, wolves and lynx.



Horseback riding adventures in the Călimani Mountains



The Equestrian Center Călimani is a small farm horse race in the heart of the Calimani Mountains, geographically located in a unique location in Transylvania on the upper Mureș river, at about 80 km from Tîrgu Mureș, at an altitude of 750 m. The farm has 17 beautiful, well-trained horses and also a gorgeous and very cosy cottage with equipment and modern facilities, located in the vicinity of the farm horse. The trips consist of horse riding, hiking 25 and 35 km daily along the mountain trails, picnics, campfire dinners, traditional meals in peasants' homes and other chalets located in picturesque areas.



"Dracula Danes Inn and Guest House" guarantees you a holiday away from worries. The pension is located in the small village of Danes, 6 kilometres from Sighișoara. It is a place where you change the mobile phone with the fishing rod and the town blocks with a magnificent forest. Here, you will enjoy the beautiful moments in nature. Moreover, the facilities include a small zoo where you can see both domestic and wild animals.



The estate owner, Lazăr Nicolae, has made his grandfather's dream come true with hard work and perseverance. His grandfather dreamed of a local inn between the two world wars, but the war had shattered his plans. The heir assembled the Dracula Danes House where, in a beautiful natural setting, you can admire the Transylvanian landscape, enjoy international and local culinary specialities, and discover the fascinating equestrian world created around horses. Moreover, the facilities include a swimming pool, sports grounds, fishing farms, animal farms and a large equestrian centre.



The estate welcomes horse lovers by offering riding courses, trips with horse-drawn carriages and sleighs during the winter. The staff take good care of fourteen horses and eight ponies.

At the Dracula Daneş Pension, you come to taste the concept of "back to nature", to enjoy international and local culinary specialities and also to discover the exciting world of riding created with and around horses. Everything in the most authentic Transylvanian style found in outstanding natural scenery.

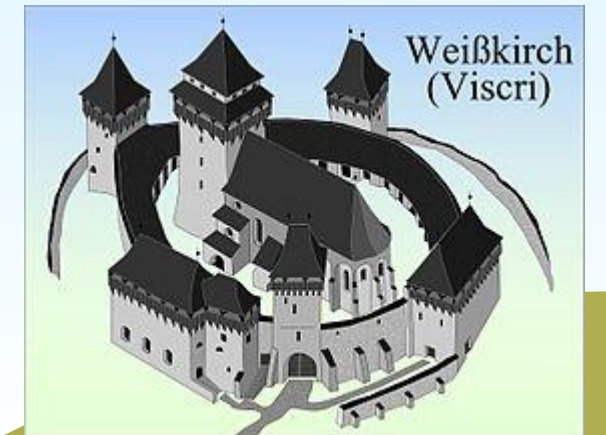
Cultural tourism

- **The Fortified Church from Saschiz** built in 1493 in honor of the Hungarian King Stephen I
- Gothic style, 22 abutments



The Fortified Church and the village Viscri

- At a distance of 11 kms from Criș (14 min by car)
- **The Evangelical Fortified Church**, from 1999 is part of UNESCO
- Built by the Szecklers in the XIIIth century, taken by the Germans
- One of the few churches- from the XIIIth century
- The building includes a defence road, 2 towers, 2 bastions, a gate tower





The Fortified Church from Băgaciu, in Gothic style, dates from the XV century. Its enclosure was constructed during the XV and the XVII centuries.

The church lies on the main street of the village. You can easily distinguish it from the sculptures of the construction. The portals from the south and west are adorned; ornaments from stone choir also appear. Valuable objects of the interior design were saved and preserved. The shrine contains, from the beginning of the XVI century, three sculptures of Mary, mother of Jesus.

Religious tourism and iconography camps at St. Demetrius Monastery, Sighișoara





Walks in nature

Accommodation in Viscri at the "Casa cu Zorele" Pension

- Source: <http://www.casa-cu-zorele.ro/>



Accommodation in the Apafi Mansion from Mălăncrav



4 doubles
1 single
Each room has a private bathroom and Internet
2 terraces
Library in 5 foreign languages
Kitchen

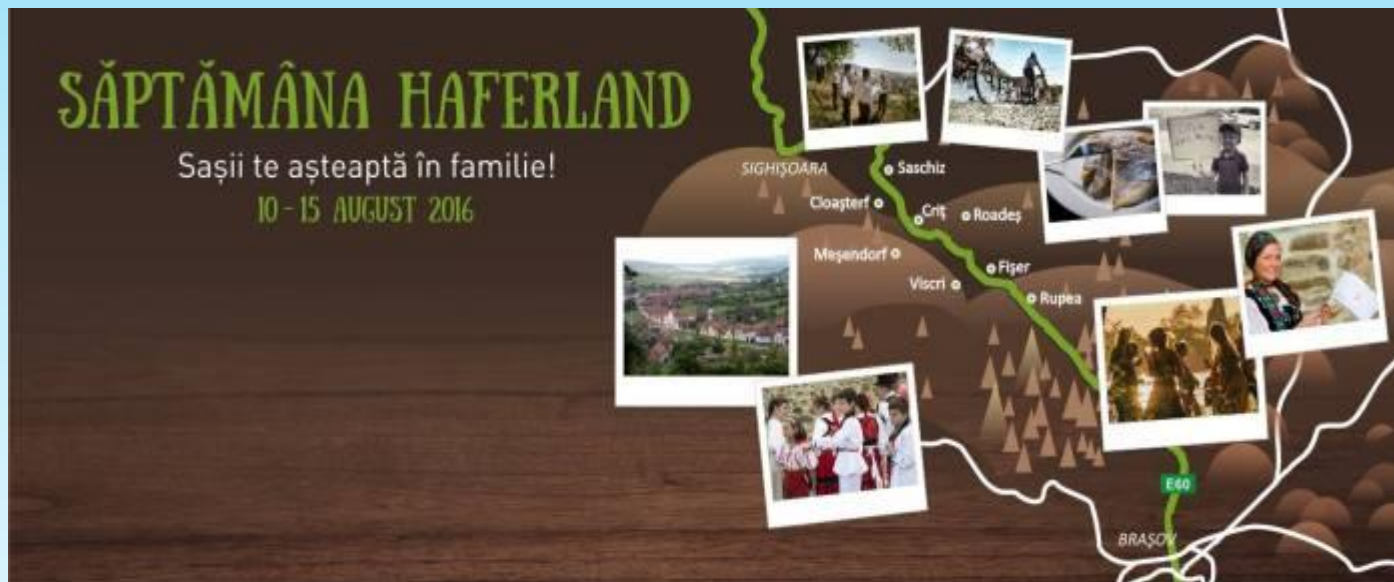
Source:

<http://www.lapensiuni.ro/accommodation-transylvania/mures/Conacul-Apafi-9120451/index.html>
<http://www.infosighisoara.ro/cazare-agroturism-sighisoara/conacul-apafi-cazare-malancrav>

The Fortified Church from Criț

- Saschiz- Criț E60 12 km (10 min)
- The name of the village Criț, meaning Cross, was given due to a big wooden cross placed on the high ground close to the town, visible from 3 villages away. Around the Cross, villagers built the first houses and raised a stone church dedicated to the Sacred Cross.
- The Evangelical Fortified Church- built in 1270, rebuilt in the XVth century.
- The Baroque organ with 1,450 pipes of the church was restored by the Foundation Michael Schmidt





Due to the rough climate in the Transylvanian area located between Rupea and Sigishoara, the people mainly harvested oat. As a result, this region is nicknamed "Haferland", which is the German name for the "Oat Country".

Over the years, these Transylvanian villages have gained a wonderful and unique charm, which still reminds us of the good old times.

If you travel to Crit, Viscri, Mesendorf, Cloasterf, Rodes, Saschiz or Fiser, they will take you back to the times when the Transylvanian Saxon neighbourhoods still existed.

You will find concrete houses resembling little fortresses with lightly furnished rooms and wooden furniture, tastefully ornated with colourful traditional patterns. On your journey through the Transylvanian region, you will also find the old fortified churches which entice you with meaningful organ recitals.

Harta festivalului



The pottery from Saschiz

The **Foundation ADEPT** and the Town Hall from Saschiz opened a ceramics workshop in Saschiz that are trying to revive the pottery tradition in the area and encourage tourism through pottery workshops.

The pottery from Saschiz is outstanding due to the cobalt blue of the ceramic pieces, with motifs in white. This type of pottery appeared in the VII century, but the recipe was lost due to unknown reasons.





We are waiting for you in Transylvania!