



The APT Group



Partner for Your Setup in Romania

Mission • Scope of Activities • Services •
Key Competences • Company Structure •
Company History • Figures and Facts



Contents

Mission	1
Scope of Activities	1
Services	1
Key Competences	2
Company Structure	4
Company History	4
Figures and Facts	5

The cover picture shows employees of the APT support team in Bucharest.

Mission

The APT Group acts as partner of Western small and medium sized companies for business setup in Romania. Whether you look for qualified staff, whether you need an adequate infrastructure, whether you require local management support to achieve and maintain reliable and effective operations – APT is your proficient contact for all questions related to Romania.

With APT you get in the country quickly, flexibly and with low commitment. We hire your employees in our company and provide a suitable location and infrastructure. You don't have expenditures to set up your own structure, and we assume the responsibility that everything works properly. Later you may create your own company and, if you want you take over the employees at any time.

Scope of Activities

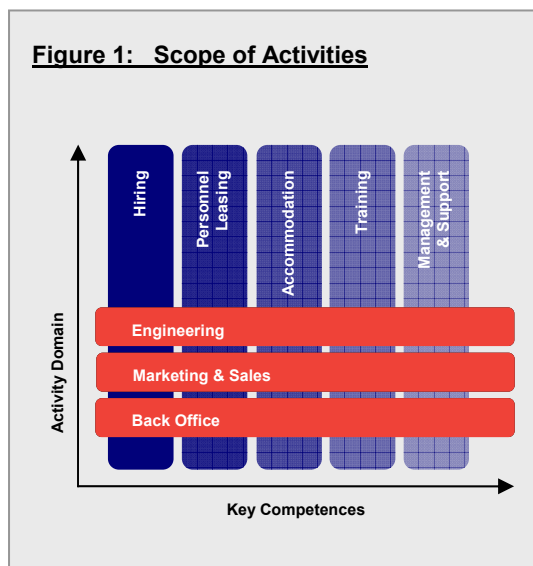


Figure 1 represents an overview on APT's scope of activities. APT provides a comprehensive range of services to setup operations in the three activity domains „Engineering“, „Marketing & Sales“ and „Back Office“ (horizontal, red). The allocation of tasks and responsibilities between customer and APT differs from one type of activity to the other. The degree of involvement of the customer in the setup and operational processes and the scope of supporting services are adjusted to the customers' specific needs.

APT's services rely on a set of key competences (vertical, blue) including hiring, personnel leasing, accommodation, training and management&support.

Services

For each customer we hire employees with the desired profile and put at their disposal the basic infrastructure. The employees are dedicated to the customer; yet as they are employed by APT the customer doesn't need to care about the many formalities and can concentrate on the business; APT assumes full responsibility towards authorities and employees and the customer cannot be hold liable in case of dissents and discrepancies.

The transfer of responsibility to an experienced partner like APT facilitates the handling of the mostly complex laws and regulations, reduces controlling expenditures, and prevents from the risk of costly mistakes; recently, an American software company has been convicted to a fine of

150'000 € due to errors in the dismissal of an employee, an amount which corresponds to approximately 200 monthly gross salaries of the employee.

„Engineering“

This solution suits particularly if the employees are integrated into projects or if their activities are in some other way controlled by other units in the company. Functional and project responsibility remain with the customer, APT assumes the management and support tasks on site. This includes for example the integration of new employees, presence control, capacity planning, supervision of the working atmosphere, conflict resolution, clerical and organizational support, as well as handling of issues related to the setup of the working environment, such as importation of special equipment and identification of local partners.

„Marketing & Sales“

This variant is appropriate for sales and marketing oriented activities in Romania and other countries. Like in the engineering package, functional and project responsibility remain with the customer while APT assumes the management and support tasks on site. Yet, in addition to that, APT also takes over various tasks of sales management such as performance control, training, accompaniment and coaching and supports the team on the frontline, for example with market analysis, surveys, workout of presentations and documentations, travel organization and the realization of events.

„Back Office“

This solution is ideal for repetitive processes in the back office which are autonomous to a great extent and which the customer doesn't want to care of. APT assumes the overall responsibility; the customer only appoints a contact person for coordination purposes and functional support.

Key Competences

Hiring

APT permanently screens the labor market for candidates. Collaboration with electronic job exchanges (APT has also its own site www.aptbody.ro), continuous contacts with universities and regular participations in job fairs build the basis for more than 800 hirings per year.

Skills and behavior of the candidates are verified in detail in our assessment center. In addition to basic knowledge and handling of modern IT tools, we also evaluate characteristics of the personality and aspects of the integration into the team.

Basis of every recruiting is a precise definition and evaluation of the employee's profile. APT applies its own methods as well as those of Lominger International.

Personnel Leasing

Leasing employees instead of hiring them himself can make sense in various situations. The extremely short trial periods can be expanded, dismissals become simpler because APT knows to deal with them and has opportunities to place the employees elsewhere, and in case of problems APT is responsible towards authorities and employees. Last but not least one can set up more flexible remuneration packages.

Unlike other personnel leasing companies, APT does not lease employees who are already on its payroll. We hire personnel specifically for a function, lease it for an unlimited period and offer the possibility to take it over at any moment. That way customers escape from all work related to payroll – which is quite complicated in Romania, including six to eight voluminous settlements with revenue and other authorities per month – and the responsibility towards authorities and employees remains with APT.

Accommodation



APT operates a few small service centers where customers can rent single workplaces or dedicated rooms for their leased employees. The building in the picture at Piața Victoriei in Bucharest hosts one of these service centers. Standard infrastructure includes fixed and mobile phones, laptop or desktop with office software, printing facilities, local area network, fiber optics internet access, security entrance, and an on site clerical service.

In other cases, for example if special equipment has to be installed or a special geographical location is required, APT identifies suitable locations, rents them and sets them up according to the requirements. APT also supports working from home by taking care of the installations and providing space for occasional meetings.

Training

APT operates two training centers in central locations in Bucharest. The standard program comprises more than thirty training modules, for example languages, communication, time management, basics of economics, leadership and project management. Every employee attends the courses from which he will benefit in his daily work.

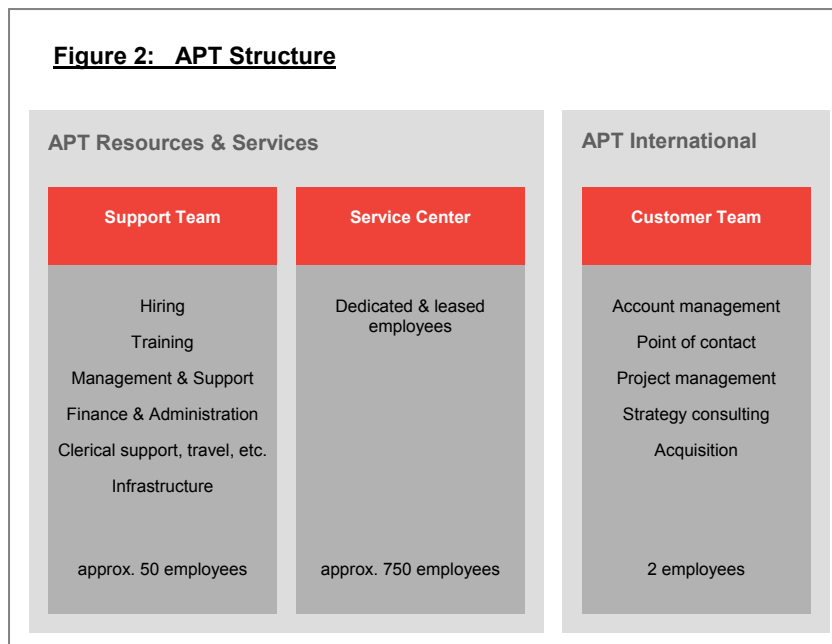
APT also has developed special modules to facilitate the integration of the employees in Western companies. Among them are „Working in virtual teams“, „Customer satisfaction“, and „Western business culture“. And Western partners may attend „The Romanian soul“.

Management & Support

APT supports its customers with various management tasks based on its experience with large and small companies, in Western and East European environments. The scope of duties ranges from supporting tasks such as the integration of new employees, presence control, supervision of the working atmosphere and conflict resolution to the acceptance of complete responsibility in turnaround and start up situations.

In addition to this APT also offers support in various areas, for example market analysis, customer surveys, import and export issues and assistance to expatriates.

Company Structure



The APT group consists of APT Resources & Services in Bucharest and Cluj and APT International in Fribourg. The two entities are legally independent and cooperate on the basis of long term service contracts.

Figure 2 shows the repartition of tasks: APT International is point of contact and contract partner of the customers and assumes overall responsibility towards them. It also provides consultancy services like location evaluation.

APT Resources & Services is responsible for setup and operations in Romania. The majority of its employees act on behalf of various customers; approximately 40 employees in the support team take care of hiring, training, administration and infrastructure and supervise the production teams. Some other 10 employees are at disposal for finance consulting and public relations activities.

Company History

In the early 90ies, Andrew Littauer has been delegated to Bucharest by the US authorities to support the new Romanian government in the reorganization of banking. When his mandate expired in 1994, he decided to remain in Bucharest and he founded APT Resources & Services together with Marilena Petrec.

The young company started in financial consulting. Within less than a year it expanded its scope of activity to marketing and public relations and towards the end of the 90ies personnel leasing was added upon a suggestion of a customer.

In the year 2002 a leading company of the IT industry mandated APT Resources & Services to set up a service center for administrative tasks for the region Europe, Middle East and Africa. Today this has become by far the largest area of activity with more than 750 employees. Since 2004 APT Resources & Services cooperates in various areas with APT International, Fribourg.



Figures and Facts

Currently APT employs approximately 800 employees, among them 750 in production units for various customers. More than 800 persons are recruited annually on behalf of many customers and for the own demand. Payroll is accomplished for more than 2000 employees. And in the training center more than 1000 participants from various companies are trained per year.



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