

## Romania

### Diversification & job creation

**EAFRD support enabled a pair of entrepreneurs to harness their experience to establish a wooden toy manufacturing business, stimulating diversified economic activity and creating jobs in a rural area.**

#### Summary

The Bumbu family decided to combine their skills as master woodworker and painter and establish a wooden toy making business. With funds from the Romanian Rural Development Programme they were able to equip their workshop with modern, high-performance equipment that enables them to produce high-quality items for sale on the domestic and international markets.



#### Location

Bran

#### Programming period

2014 – 2020

#### Priority

P6 – Social inclusion & local development

#### Measure

M06 – Farm & business development

#### Funding

Total budget 291 027 (EUR)  
EAFRD 167 127 (EUR)  
National/Regional 32 834 (EUR)  
Private 15 264 (EUR)  
Other 75 802 (EUR)

#### Project duration

2016 – 2019

#### Project promoter

SC Bumbu Toys LTD

#### Email

[info@bumbutoys.ro](mailto:info@bumbutoys.ro)

#### Website

[www.bumbutoys.ro/](http://www.bumbutoys.ro/)

#### Project Results

The company produces a variety of very high-quality wooden toys which encourage creativity, emotional development, and learning through play.

The business now exports toys to Singapore, Indonesia, the Netherlands, the United States and Australia.

The project created six jobs at first. This has now grown to more than 20.

#### Lessons & Recommendations

- ❑ This EAFRD-funded investment demonstrates how passion, dedication, and an entrepreneurial spirit can set the foundations for an inspiring project, create local jobs, and develop the economic potential of a rural area.

## Context

Vitalie Bumbu is a master woodworker, and his wife is a painter. They both studied economics and gained experience and skills in other activities, such as the restoration of wooden buildings and painting, which eventually led them to wooden toy manufacturing. After living in Amsterdam for 13 years, they decided to return to Romania taking their skills and experience with them.

The idea of founding a company that makes wooden toys came while the couple were looking to buy a gift for a child's birthday. Wishing to buy a special gift, Vitalie realised that there were not enough superior quality wooden toys on the local and national market: ones that contribute to the harmonious development of children at a convenient price. Thus, he saw an opportunity to create a business they could both be passionate about, and which would perfectly combine the skills they had accumulated over the years.

## Objectives

The aim of this project was to support the establishment of a new rural business and to create new job opportunities for the owners and among the local population, thus contributing to the creation of a vibrant rural area.

## Activities

The beneficiaries established the SC BUMBU TOYS S.R.L and then applied for support from the Rural Development Programme to purchase the necessary equipment and tools for equipping their wood processing workshop. This was built on 1 056 m<sup>2</sup> of land which they bought in Bran commune.

They received EAFRD investment support to purchase a straightening machine; a planer; two band saws; a circular saw; four grinding machines (one of which has a belt); a disc grinder; a chisel machine and two workbenches; an electric forklift; and an air compressor with a 270-litre tank spray.

## Main results

As a result of the investment support, the company produces a variety of very high-quality wooden toys which encourage creativity, emotional development, and learning through play. The range includes family and farm figurines; animals and nature scenes; knights and castles; puzzles; and accessories for children's rooms. These are all offered at a range of prices and have been developed with advice from a paediatric psychologist.

Since its establishment, the business has kept growing and today exports toys to Singapore, Indonesia, the Netherlands, the United States and Australia.

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## Key lessons

Passion, dedication, and an entrepreneurial spirit can set the foundations for an inspiring project, create local jobs, and develop the economic potential of a rural area.

This was able to be realised by a relatively modest amount of EAFRD funding.

*"Our workshop is located in Bran commune, Braşov county, in the heart of Romania. Here, traditions come to life, and we want to be part of their preservation, so we approach every sketch, every polishing, and every finishing touch of colour with the same commitment and care. From the first sketches of a future toy through to its completion, we dedicate the unique and individual character of the figurine to the child who shall play with it"*

Bumbu family

### Additional sources of information

[www.zf.ro/afaceri-de-la-zero/afaceri-de-la-zero-familia-](http://www.zf.ro/afaceri-de-la-zero/afaceri-de-la-zero-familia-bumbu-a-produs-jucarii-din-lemn-in-19777022)

[bumbu-a-produs-jucarii-din-lemn-in-19777022](http://www.zf.ro/afaceri-de-la-zero/afaceri-de-la-zero-familia-bumbu-a-produs-jucarii-din-lemn-in-19777022)

<https://youtu.be/fJL5PtFzKoY>

<https://youtu.be/LxnkAerkMfY>



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