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# SUCEAVA CITY AND ITS NEW ECONOMIC COORDONATES

Empirical  
study

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## Abstract

*In the context of the market economy, Suceava, urban development pole of the North-Eastern Region, defines more clearly its social–economic coordinates that tend to enroll it. If the commercial function led to the acquisition of an urban state and to the future development of the city until the interwar period, the 5<sup>th</sup>- 9th decades of the 20th century induce significant functional changes in the evolution of Suceava as an urban center. Nowadays, after a period of economic transition, marked by the radical industrial restructuring, Suceava defines more clearly the role of the urban center for services, which exerts a powerful attraction on its influence area. This article intends to analyze the socio-economic functional changes that mark Suceava nowadays compared to previous periods and to identify the factors responsible for generating this change.*

## Introduction

Suceava is an urban system with its own identity in the regional and national landscape, its physiognomy and functionality being affected by the changes that occurred over time on its surface. The gradual emergence of the new urban functions correlated with the development of the existing ones and interdependent with the demographic factor, defined the specific economic profile of different historical periods. If until the postwar period, Suceava developed mainly as an urban center with a predominant commercial - administrative function, the socialist period represented a stage of radical transformation of the city through the forced industrialization imposed by the state leadership. Subsequently, the post-socialist transition period was a milestone in which the city followed the restoration of the economic balance, through the exploitation of opportunities generated by the natural environment in which the urban center is located as well as by the anthropogenic factors. Nowadays, Suceava seems to define more clearly its role of an administrative and services urban center, focused on trade, transport, education, without giving up the full industrial activities.

## 2. Frames of the economic development of Suceava up to the post – socialist era

The transformation of Suceava from a rural into an urban settlement was a long and gradual process, which can be located at the end of the 13th century and the first half of the 14th century. E. I. Emandi (1996) showed, 1388 is the year when Suceava was mentioned twice. Firstly, in this year, Dimitrie Cantemir noted in his "Descriptio Moldaviae" that the settlement was documentary attested on 10th February 1388, by an act signed by prince Peter I Musat, about the loan that the king of Poland asked from him". Secondly, also in 1388, Suceava city is mentioned effectively as an urban settlement, in a document issued by the Armenian Catholicos, Theodoros II, on the 18th August 1388, in which the Armenians from several cities, including those from Suceava, were listed as subjects of the episcopal jurisdiction from Lviv(Emandi E.I., 1996, quoting on G. Petrowicz, 1967, p.115). These first references from 1388 of the Fortress of Suceava and Suceava city, is particularly suggestive for further development of the city which will be characterized by this duality: the Fortress and the city (Emandi, 1996, p. 45).

The rapid development of this settlement to an urban one was firstly influenced by its advantageous position at the junction of three important roads at that time: "drumul moldovenesc" which spread to the north to Lviv and to Galați in the south; "Drumul de sus" or "Drumul Sucevei", which linked Suceava to Bistrița and Rodna and continued eastward to "Drumul

tătăresc" and "Drumul cel Mare al Sucevei" which started from Suceava to Fălticeni, on Moldova Valley towards Pașcani (Emandi E.I. and al., 1989, p.21). This geographical position offered Suceava the role of a valued settlement for the villages from its hinterland, representing a mediator of exchange of goods for the groups of villages with a complementary economy within a length of about 15-20 km. In this context, the first economic function is distinguished which was the basis for its further development named "the market valley" function(Emandi, 1996, p. 41, quoting Panaitescu P.P., 1969, p.282.).

The same central position of Suceava, in relation with the roads that came from Poland (Lwow) and Transylvania (Bistrita) was a reason for Prince Petru I Musat to establish the capital of Moldavia at Suceava, in 1377 or 1381 up to 1385 (Panaitescu M.D., 1963, p. 67-70; Gorovei Șt., 1996, p.3) rather than Siret. The taking out of this new function, namely of the capital of Moldavia, at the end of the 14th century, the building of the fortified points, The Fortress and The West Castle represented the premises for the development of the city as layout, structure and appearance. This way, Suceava accumulated, since the late 14th century, all the attributes of a real city: specialized craft production, permanent activity of exchange, a political, administrative and cultural centre (EI Emandi et al., 1989, p. 21).

Between 1774 – 1918, Suceava was a part of Bucovina Region, being under the rule of the Habsburg Empire. Once integrated into the Habsburg Empire, the city has reduced the range of economic action, transforming it from a city situated in the north-west of Moldova into an isolated town edge, within the empire. Nevertheless, after 1775, M. Ceaușu, E.I. Emandi (1988) show we can speak about a certain economic recovery and even about the establishment of the capitalist relations earlier than in the rest of Moldova. In 1786, Suceava is raised at the rank of "free trade city" with its own administration of the municipality. The main goal was to transform the city by reason of its favorable position for trade between Moldavia, Transylvania and Poland, in a thriving commercial and crafts center to contribute at the increasing exchange between city and village, as well as the trade with the neighbouring countries (Emandi EI, 1996, p. 118). A leading event which will revive the economy of Suceava is represented by the offer from Emperor Franz I, in 1815, of the freedom to take six annual fairs (Miron V. Gh., 1989, p. 605). These fairs animated across the merchants of Suceava, Podolia, Vienna, Transylvania, and Moldavia, generating significant revenues in the treasury of the town from collecting fees from market and stall (Miron V. Gh., 1989, p. 605).

In the late 19th century and early 20th century, the socio-economic development of the city was marked by the construction of railways Ițcani - Suceava and Burdujeni - Suceava, which would ensure a faster transport of goods. This way, the Suceava is linked in 1869 by a railway line through Ițcani, with other centers of Bukovina and Galicia, as well as with other areas of the western empire, and by the railway station Burdujeni with Romania.

After the reintegration of Suceava in the urban area of Great Romania, the city's economy is still dominated by services. The trade has a great importance in the development of the city, in 1930, 251 commercial companies being recorded in Suceava (EI Emandi 1996, p.124, quoting State Archives Suceava), the majority of them working in the food industries, textile, apparel, hotels and restaurants, wood and wood products and leather. Commercial units are small and concentrated 7.25 % of the city population.

At the same time from the beginning of the 20th century, the transition from the craft function, specific to the medieval and modern periodis carried out to the industrial function that would become dominant in the future. The factory production focuses on harnessing of the food and the hides. In 1933 is being made the transition from bakeries with hand kneading to the dough mechanical ones, which were based on the mills operated by water or steam. To meet the needs of residents in this period an oil press develops in Ițcani and later, in 1926, a sugar factory too. As Emandi E. I. shows (1996), according to the statistics from 1938, across the city there were: a "bacon" factory product for export, three candy factories, a creamery, three sausages workshops and a distillery of spirits (Emandi EI, 1996 p.153).

The industrial profile of Suceava city, before 1944, was that of a "manufacturing workshop" (leather goods and clothing), with small capacity business, with an average of 75 employees workers (Emandi EI, 1996).

An important aspect to be noted is that, despite the ranking of urban setting of Suceava, 40% of the population was still employed in agriculture (General Census Of The Population Of Romania In 1930).

After World War II, Suceava was included in the industrial policy implemented by the central level of the Romanian state. In the new context, the industrial function is becoming increasingly important, transforming Suceava from a city focused predominantly on services into an industrial one, with an economic potential of national importance, under development and diversification (I. Ianoș, 1987, p.73). This strong industrialization process of the city was the key factor that changed the structure and physiognomy of the urban system and it generated multiple

socio-economic changes. The direct effect materialized in a significant increase of employment in the industry, the number of employees in this activity sector having increased more than five-times between 1965-1990, as it can be seen in figure number1. In a span of two decades, the percentage of employed from the industry increased 1.7 times, from 32% to 55% to the detriment of other sectors (see figure number. 2). Instead, the trade, which represented a breakthrough in the development of the city until the interwar period, loses its advantage after World War II. If in 1930, 251 commercial companies were recorded in Suceava (Emandi EI, 1996 p.124) in 1965only 179 commercial units functioned (County Statistics Suceava, Suceava statistical specification, vol. II). Although the number of staff employed in trade and the movement of goods doubled during 1965-1985, the share of people employed in this branch decreased with 3% during this period, in the context of a developing industrial function.

It can be concluded that during the years 1945 - 1990, Suceava changed its economic profile, from the predominant services function in the period analyzed, to industrial city services in the period between 1959-1965 (Șandru et al., 1961, p. 464), and later to become the predominant industrial urban center. The percent of the employees especially in trade, transport, education, administration decreased significantly, sometimes reducing with 50%, such as the branch "Education, culture, arts, science and scientific services" (see figure number 2). Furthermore, the secondary sector has come to hold most staff, especially the growth of the industry, as can be seen in Figure number 3.

### **3.Suceava`seconomyduringthe post-December period**

After the events from the year 1989, at the same time with the transition from the centralized, a characteristic of the socialist period, to the market economy, the significant changes occur in the economic activities. The main loser is the industry. If in 1992, the share of employed in industrywas62%, in 2012 this indicator drops to30% (Figure number 4), which is equivalent to the value at the beginning of the second stage of industrialization of the city (1959-1970). These figures are based on industrial restructuring which characterized the post-revolutionary period and had the effect of changing the characteristic parameters of the industrial units.

In 1989, in Suceava there were 25 large industrial enterprises, of which22belonged to the state and three cooperatives. Most of them counted more than 500employees,with a minimum of108 employees for "Manufacturer" Cooperative and a maximum exceeding 6000 employees for the Complex of Cellulose and Paper (Suceava County

Statistics). Gradually, these units will significantly reduce the number of employees or disappear from the industrial landscape. Furthermore, after 1990, the majority were becoming micro, small and medium enterprises. Thus, in 1991 in Suceava there were 100 companies with production profile (Lupchian, 2010, p. 195, quoting Trade Register Suceava). By 2013, the number of companies with an activity object in the mining and manufacturing industry will reach at 436 units (Suceava Trade Register Office, 2013), but less than half remain active (as indicators of annual financial statements on December 31, 2013 consigned at the local offices of the Ministry of Finance), achieving a turnover of less than 0 lei.

The most effective enterprises in terms of labor productivity are those which activate in the pulp and paper industry, achieving 32% of the total turnover in manufacturing in 2013, using only 12% of the employees from the industry (figure number 5).

SC Ambro SA, the unit that took over the assets of Pulp and Paper Winery after 1990, achieved in 2013 a turnover equal to 209,437,087 lei, which represents 29% of the total turnover achieved in manufacturing. Through the 481 employees who contributed to this turnover, it is the second largest unit from the category of big enterprises that is working in Suceava's industry. The second factory from this industry is SC Alma Viva Group, which through its 81 employees is falling in the category of the medium-sized enterprises from Suceava.

However, the industries which concentrate the largest number of employees are represented by the food and textile, clothing and foot wear industry (Figure number 6). SC Betty Ice Cream Factory SRL is the largest employer from the industry, counting 689 employees in 2013. Its turnover, in the amount of 86,791,608 lei, represents 12% of the total turnover achieved in 2013 from all the companies operating in manufacturing. In the category of medium-sized companies operating in the food industry are included six factories. S.C Bemas S.A continues the activity of alcohol, beer, starchy section of Radauti Enterprise, founded in 1974 on Șcheia platform. In 2013 it achieved the fifth large turnover from the industry, with a value of 23,653,855 lei. Milk processing industry is represented by the SC Bucovina SA. The company is a traditional producer of dairy products (fresh milk, yoghurt, buttermilk, cream, butter, kefir, cheese, diet yoghurt) and ice cream, which made a turnover of 18,187,016 lei (the sixth largest industry) using 127 employees. The Manufacture industry of grain mill and bakery is represented in Suceava by Coza Rux SRL (counting 104 employees, achieved a turnover of USD 13,080,547.00) and Belpan SRL (with 50 employees and a turnover of £2,686,662). SC

Facos SA and SC Carpatis SRL activate in the manufacture of meat products numbering in 2013 74117 employees. Together they achieved a turnover of 22,182,370 lei.

SC Starmod SA, the "successor" of Confectia Factory, which had in the 1980s over 1,800 employees, is the only large unit from Suceava which works in the textile, clothing and footwear industry. In 2013, through the 271 employees, it ranked the third place among the enterprises from Suceava, according to the criteria issued by Eurostat.

In the category of the medium-sized companies with over 50 employees, only four units from textile, clothing and footwear industry operate. The former footwear enterprise "Străduința" continues its activity through SC Modin SA. With 213 employees in 2013, the company counted less than 10% of employees from "the main factory" from 1990. In 1995 SC Denis SRL was founded having the object of activity the footwear. Using the 212 employees, SC Denis SRL realized in 2013 a turnover of 29,577,864 worth, which ranked the fifth among the active firms in the industry. Moda Lux - Craftsman Cooperative Society and Texty Garments SRL are two companies each having more than 70 employees, they have the object of activity the clothing and they performed together in 2013 a turnover of 5,408,285 lei.

The wood industry, the symbolic branch of Suceava is currently represented by S.C MoldoMex SRL, a medium-sized enterprise which had in 2013, 119 employees. This has inherited the tradition of the Wood Processing Plant, which was originally converted in 1990, in SC Mobstrat SA (MM Lupchian, 2010, p.202). In 2002, this factory was associated with Mobexpert, establishing the current SC Mex SRL Moldova. With a turnover of 10,516,039 lei, it is based on the production of various types of furniture, chairs and tables, exporting about 35-40% of its output ([www.moldomex.ro](http://www.moldomex.ro)). In Suceava 31 other companies active in the wood processing industry have been identified, especially in the manufacture of furniture. Nine of them belong to small companies category, with a staff of between 10-49 employees (S.F.M. Impex SRL, Pro Mobila SRL, Dinadrom SRL, SC G.P.C. SRL, SC Forex SA, Mobispeed SRL, TehnicProiect SRL, Transval SRL, Prototip Prod SRL), while the other 22 are micro firms (firme.ro correlated with the annual financial statements on December 31, 2013 consigned at the local offices of the Ministry of Finance).

The automobile industry has experienced a great boom in the socialist period through the development of the Auto Mechanical Enterprise, the Undertaking of Equipment and Spare Parts, the Auto Repair Undertaking and Undertaking

"Rulmentul". If each of them had over 1500 employees, today there are 38 active companies in this industrial branch using a workforce of 627 employees and realizing a turnover equivalent 96,709,537 lei in 2013. Only four of the firms framing into the category of medium-sized companies with a number of employees fluctuating between 53 and 238 people. The largest is Sidem SRL, the commercial company which made a turnover equal to 68,702,019 USD. It began working in 2001 with the sole shareholder SC. Sidem NV Belgium. Since the beginning of their activity and so far the company has profiled firstly on the production of auto parts and accessories, for motor vehicles imported, but also for the domestic production. The target market is mainly the parts but the company policy takes into account the manufacturing companies in the automobile industry—for the first assembly. The production of parts of SC Sidem SRL Romania is exported in over 40 countries worldwide (info Sidem srl).

S.C. Urb Rulmenți Suceava SA is the successor of The "Rulmentul" Enterprise from the industrial platform Șcheia. The number of employees has decreased steadily since 1996, when the company counted 1,901 employees (MM Lupchian, 2010, p. 200). In 2013 it achieved a turnover of 7,783,020 lei using a workforce of 80 employees. The company is focused on producing bearing components (rings, bearings, rollers, cages, caps) and bearing assembly. URB Suceava Romania is the only manufacturer that has facilities to manufacture bearings rings both bars and tubing. Bearing design, manufacturing technologies and tools are performed in the Department of Planning and Development URB Suceava (<http://www.urb-s.ro/aboutus.php>).

The production of devices, appliances and medical instruments and laboratory is performed by seven companies that are operating in Suceava. SC Genko Med Group SA is the only medium-sized enterprise, which achieved in 2013, with the help of 73 employees, a turnover of 2,424,296 lei. SC Elimecro SRL is the fourth medium-sized enterprise operating in the automobile industry, having as the object of activity the general mechanical operations.

The electricity industry is firstly represented by SC Thermal SA. The object of activity of SC Thermal S. A. is the production and supply of electricity for the National Power Grid, heat production to ensure the necessary heat required by urban consumers (hot water) and industrial customers (steam and hot water), producing treated water, softened and demineralized, the transmission and distribution of thermal energy in the form of hot water for heating and domestic hot water for the entire city. With a turnover of 58,296,920 lei, it is one of the largest private employers in Suceava.

The building materials industry is represented by 20 small and very small active enterprises. The most representative is S.C. Sami Plastic SRL whose main activity is the manufacture of plates, sheets, tubes and plastic profiles. Although it has only 45 employees, this enterprise attains the fifth turnover in value from the industry of Suceava after Ambro SA, Betty Ice SRL, SRL and Thermal Sidem SA: 68,702,019 lei. The most enterprises from this industry have as object of activity the manufacture of carpentry and joinery (S.C. Terra Project LLC, S.C. Rogvaiv Wood SRL, etc.), the manufacture of plastic construction (SC Itaconic SRL, SC Total Self-Service SRL) or manufacture of other articles of concrete, cement and plaster.

In comparison to the socialist period, when the large companies, generally with over 1000 employees, were characteristic, nowadays, the predominance of micro and small enterprises stands out as the main feature of the industry, with fewer than 49 employees. They represent 88% of the total number of active firms in Suceava (Figure number 7). In contrast, the large firms with more than 250 employees, represent only 3% of the total number of active enterprises from Suceava (Figure 7). These are operating in the traditional industries from the city: the food industry (SC Betty Ice SRL), the paper and pulp industry (SC Ambro SA), the clothing industry (SC Starmod SA). The electricity industry, which is the engine of economic activities and household, is added to these traditional branches. S.C. Thermal S. A. is representative for this industry, being the fourth large industrial enterprise of Suceava (393 employees).

In conjunction with the decrease of the size of the industrial enterprises, there is a drastic decrease in staff in the industry. Compared with 1991, in 2012 the percentage of this indicator is reduced by more than 50%, only 30% of city employees being employed in an industrial undertaking, as shown in Figure number 8. Instead there is a significant increase of the staff employed, especially in the tertiary sector mainly trade, education, health and social care and public administration.

In order to offset the loss from the industry, the construction field of activity knows a slight percentage increase compared to the socialist era: from 9% in 1985 (Figure number 2) to 11% in 2012 (Figure number 8). In 2013, there were 584 companies with the object of activity in the construction field which achieved a turnover of 467,252,791 lei, using 2,930 employees (as ORC SV). Only 222 companies of these were active (as [firme.info/suceava](http://firme.info/suceava) and Ministry of Finance) detaching one large enterprise with over 250 employees - SC General Construct SRL, seven medium and 214 small and very small

companies. SC General Construct SRL is the largest company from this field, through their 469 employees. Having its object of activity in the completion of the construction of the residential and nonresidential buildings, it achieved in 2013 the second turnover of Suceava, equal to 95,234,615 lei (Table 1B). In the top ten of the companies by turnover value, SC Loyal Impex SRL (Table no. 1B is also included), which has the object of activity the completion of the installations. Founded in 1993, it had counted in 2013, 216 employees and it achieved a 5th turnover in Suceava (88,096,337 lei)

It is noted in this field of activity the clear predominance of the small and very small enterprises (96% of the total).

If the secondary sector knew a strong decline in the last two decades and half, there is a significant increase of the employees from services, especially in the commerce, education, health and social care and public administration. As shown in Figure number 3, 66.66% from Suceava's employees are engaged in the field of tertiary services, in 2012.

The trade seems to be the branch of activity which it had the most to gain from the economic transition. The share of commercially staff increased about four times between the years 1991 - 2012, from 6.6% to 24.6% (figure 8).

Many companies with activities in the trade have appeared in Suceava since 1990, based on a favorable legislative framework. Initially, these took the form of shops "neighborhood", especially with food profile, which they sought the food needs of the residents. Gradually, in the second half of the 90s, these small shops started to disappear, their place being taken by larger commercial units which were intended to serve a larger area (M.M. Lupchian, 2010, p. 210).

The favorable geographical position of Suceava, the large number of residents of the city linked with the role of county administrative center, the university center which has an extended area of influence on the surrounding area represented the strengths of the position for the large hypermarkets in the city, since 2000 and the development of commercial and leisure areas since 2008.

Thus, in 2003 the hypermarket "Metro Cash & Carry", which proved a great success, was built in Suceava, next to the E85 road, at the entrance from Fălticeni and it was given the appearance of novelty represented by this trade. Three years later, in the area of the former knitwear factory "Zimbru" the hypermarket "Kaufland" opened. It was a great success and it held immediately after opening, the second place in terms of the sales volume in Kaufland network (MM Lupchian, 2010). In 2007 Selgros hypermarket opened in Ițcani. In the shopping

center Șcheia there is the Real hypermarket, part of the Metro Group. These four hypermarkets were counted in 2013 approximately 650 employees.

Also, on the commercial market of Suceava Bricostore, Dedeman and Romstal, have also appeared and they enjoyed a great success due to the fact that both Suceava and in the adjacent area, the constructions known a faster rhythm than average in the North East region.

In 2008, in the area in which the largest industrial site from Suceava - Burdujeni platform was placed under socialism, it developed the largest shopping area of the city, centered on two large-scale shopping centers, "Shopping City Suceava" and "Iulius Mall". "Bazaar" Suceava was added to these two centers, located in the meadow of Suceava River at the beginning of the 90s.

Opened in April 2008, Shopping City Suceava is the first retail park from the county. With over 46,000 square meters, this shopping center brings together more than 90 national and international stores including Carrefour hypermarket, Mobexpert - furniture and accessories store, Media Galaxy and Flanco electronics and appliances stores, Baumax operator DIY or fashion retailers New Yorker, Takko fashion, etc. The food area offers the customers various options for leisure by the presence of local and international brands such as KFC, Taco Loco, etc. The shopping center has 1,500 parking spaces (<http://shoppingcitysuceava.ro>).

Iulius Mall Suceava was opened to the public in 2008, following an investment of over 60 million, revolutionizing the regional retail market by mixing shopping-dining-entertainment. The approximately 50,000 square meters, lodge to over 150 stores, which offer a variety of shopping options in the Auchan hypermarket, DIY store Bricostore, a children's playground area, food court, a casino, an outdoor football pitch, a seasonal skating rink and the largest bowling and billiards club from Suceava. The shopping center features a 1,300 parking spaces.

Being in a strong contrast in terms of the "physiognomy" with the two large shopping centers, Suceava "Bazar" is an accessible alternative, in terms of the prices, to the trade of "brand" specific of the two shopping malls: Shopping City Suceava and Iulius Mall Suceava. With an area of 3.5 hectares, the bazar hosts the stands where there are exposed for the sale wide varieties of types of goods: from clothing to DIY and interior items, power tools and tools, etc.

This commercial area, consisting in three retail parks from Suceava concentrating over 1500 employees. The largest employers from this area are the two hypermarkets, Carrefour, using a workforce of 230 employees (according to Carrefour Suceava) and Auchan, which has about 250 employees (according to Auchan Suceava). 2

DIY – Baumax (with 68 employees in 2013) and Bricostore (with 50 employees in 2013) and Mobexpert accompany the largest employers mentioned above. Moreover, Iulius Mall shopping area carried out by 131 employees of SC Iulius Mall Suceava, has as object of activity the lease and sublease of commercial spaces.

In 2013 out of 8141 companies registered at the Trade Register Suceava, 3323 had the object of activity „wholesale and retail trade and repair of motor vehicle and motorcycles” (ORC SV). Less than one third of these were active (firme.info/suceava and MFP). The absence of the large enterprises with over 250 employees is observed among companies operating in this field. In contrast, the micro-enterprises with less than 9 employees, represent 90% of the number of active firms, as shown Figure 9 and they have the object of activity, especially the retail activity. In the category of medium-size companies, with over 50 employees, only 13 companies are included, most of them having as object of activity the wholesaler. The largest commercial companies are SC Status Impex SRL (203 employees), SC Defel COM SRL (158 employees) and SC Sedcomlibris SA (106 employees) (firme.info/suceav and MFP). The approximately 3000 companies that operate in this field focused 5472 employees in 2013 (ORC SV).

If the share of the staff that are working in the industry is with 6% higher than the staff from the wholesale and retail trade and repair of motor vehicles and motorcycles (Figure 8), the situation changes when considering the contribution of economic sectors in achieving the turnover from Suceava. As shown in Figure 10, the trade and repair of motor vehicles and motorcycles contribute with 37% to the achievement of this indicator, which is equivalent to over 1.235.348.250 lei (Trade Register Suceava). It should be noted that this percentage includes the turnover of firms registered with the Trade Registry Suceava, but not the turnover done by the large hypermarkets which have headquarters in other cities in Romania.

Although no company with the main object of activity in wholesale and retail trade and repair of motor vehicles and motorcycles has more than 250 employees, to qualify as large enterprises, there are four companies that are included in the top ten of the companies that perform the highest turnover from Suceava, as shown in Table 1B: SC Eurospeed SRL, SC Defel Com SRL, SC Gold&Platin Moldova SRL and SC Harivex COM SRL.

Analysing the Figure number 3, 10 and 11 we can notice that, in the year 2013, Suceava tended to be predominantly an urban center with the predominant role by services.

According to the statistics provided by the County of Suceava and Suceava Trade Register, 62% of employees, respectively of the total

turnover are achieved by the companies from Suceava and belong to the tertiary sector of activity.

The significant increase of the number of employees and of the turnover in the last two decades and a half, recorded in the trade field, represents the "spearhead" of the recovery of the other fields from the tertiary sector. As it can be noticed in the figure number 8, all fields of activities, according to CAEN 1, except the field "transport and mail", registered percentage increases of the number of employees. It notes, in particular, the growth from the public administration, which is based on exercising the administrative function of the town. In Suceava, the residence of Suceava county, the city public institutions are present and they coordinate the county activity from all the economic fields. After 1990, the percentage of the employees from the public administration gradually increased from 16.6% (equivalent with 1079 employees) in 1991 to 6.4% (equivalent with 2408 employees) in 2012.

An increase in the percentage of the employees was also recorded in education, health and social assistance as well as financial, banking and insurance (figure number 8).

Analyzing Figures number 3 and 8 and 11, it is found that, in the year 2013, Suceava tended to be predominantly an urban center with a service predominant role. The tertiary sector has the highest contribution, compared to the other two sectors, at the achievement of the turnover from Suceava (62%). It also provides the biggest number of the jobs, given the fact that 66% of employees from Suceava belong to different fields of the economic activity from the service sector.

#### 4. Conclusion

Suceava, the residence of Suceava county and an urban development pole of the North-Eastern Region, defines more clearly its falling trajectory. The socialist era was a milestone in which the city has known a 'forced' development, which has been imposed by the central government. Although it may be considered an "apogee" step in terms of the economic development, the desindustrialization phenomenon that characterized the city after 1990, shows that the economy created in the socialist era was artificially maintained.

In the transition to a market economy, Suceava starts a gradual self-process of its urban functions, focusing increasingly on the industrial services sector to the detriment of the industrial functions. As it can be noticed in figure number 3, the city tends to return to the socio-economic development from the previous period of the forced industrialization process imposed by the Socialist government.

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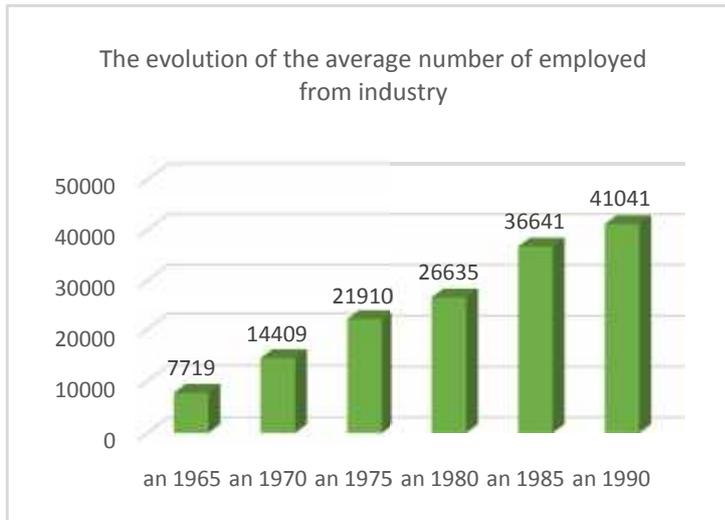


Figure 1 - The evolution of the average number of employed from industry  
The source: The County Department of Statistics Suceava

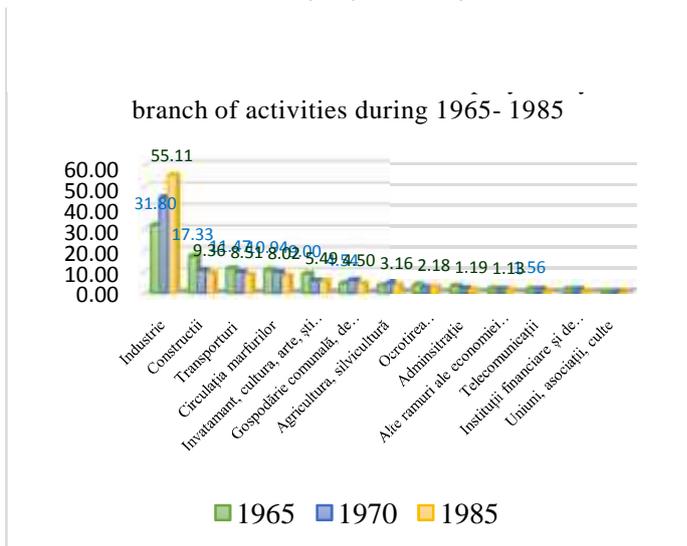


Figure 2 The evolution of the share of employees by branch of activities during 1965-1985  
The source: The County Department of Statistics Suceava

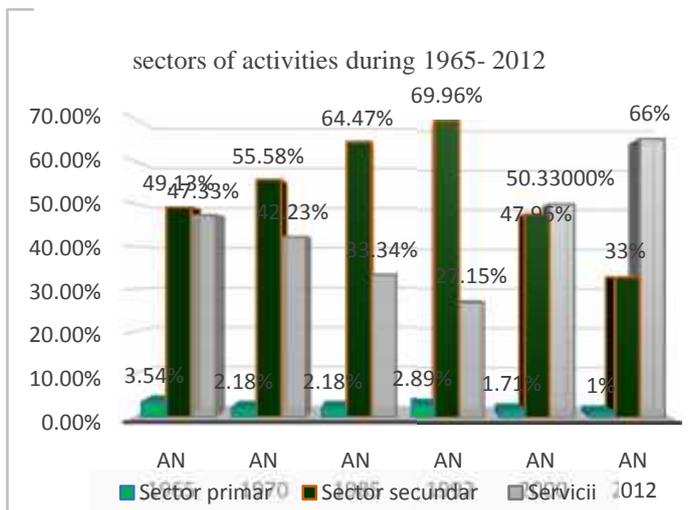


Figure 3 - The evolution of the share of employees by sectors of activities during 1965-2012  
The source: The County Department of Statistics Suceava

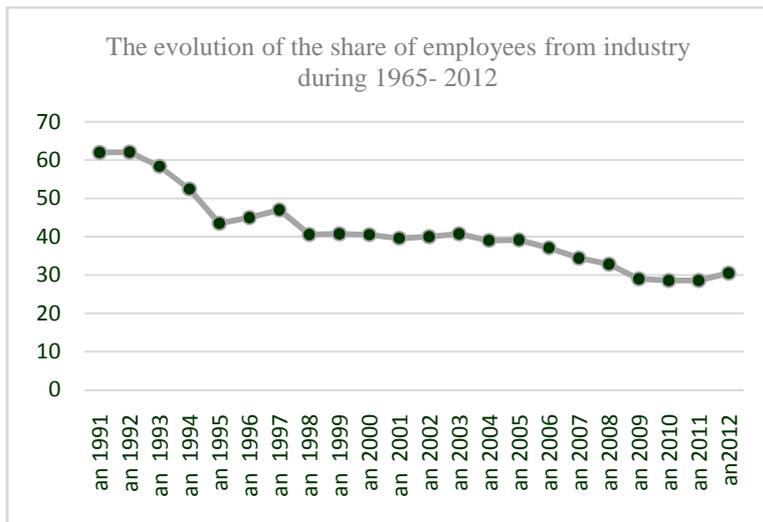


Figure 4 The evolution of the share of employees from industry during 1965-2012

The source: The County Department of Statistics Suceava

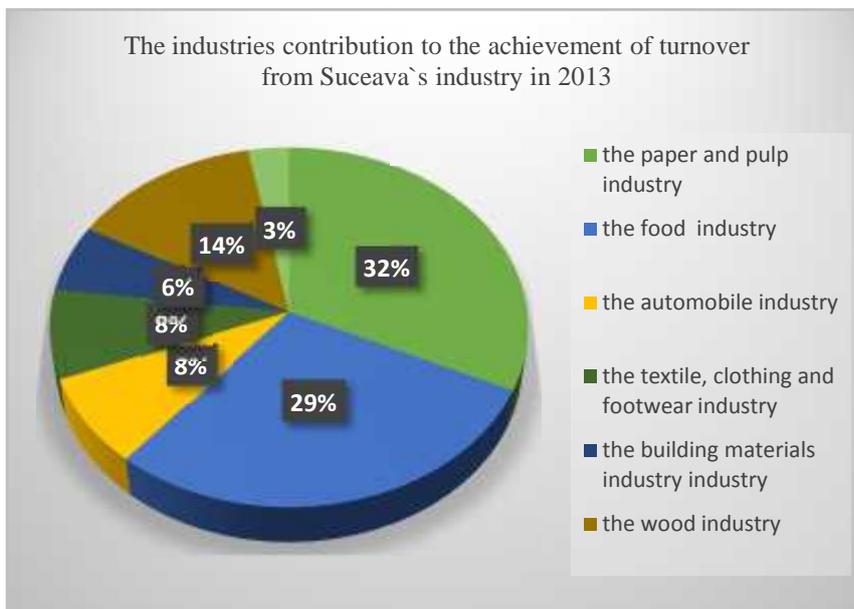


Figure 5 The industries contribution to the achievement of turnover from Suceava's industry in 2013

The source: firme.info/suceava and Ministry of Finance

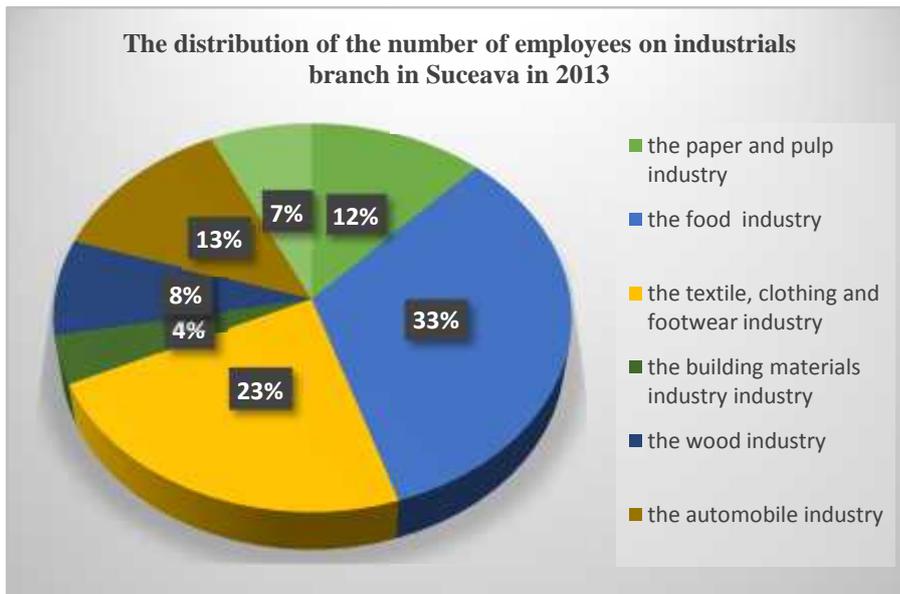


Figure 6 The distribution of the number of employees on industrials branch in Suceava in 2013

The source: [firme.info/suceava](http://firme.info/suceava) and Ministry of Finance

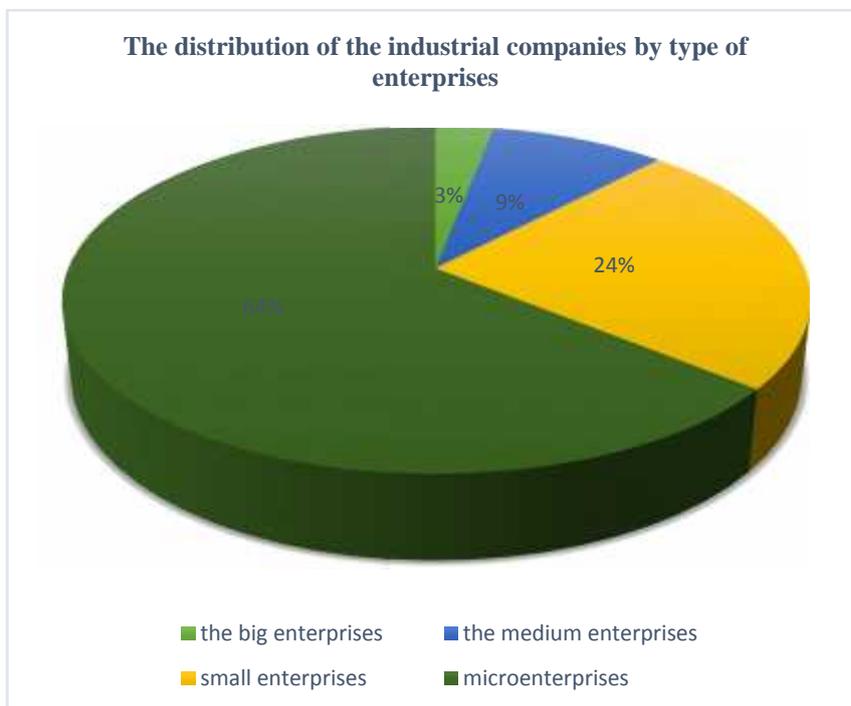


Figure 7 - The distribution of the industrial companies on type of enterprises

The source: [firme.info/suceava](http://firme.info/suceava) and Ministry of Finance

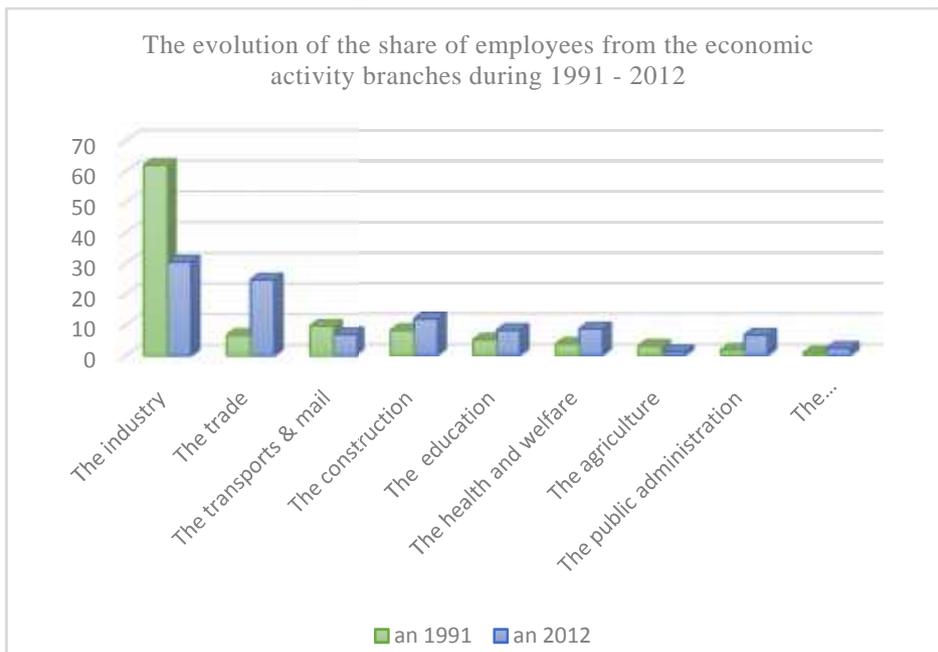


Figure 8 - The evolution of the share of employees from the economic activity branches during 1991 – 2012  
 The source: The County Department of Statistics Suceava

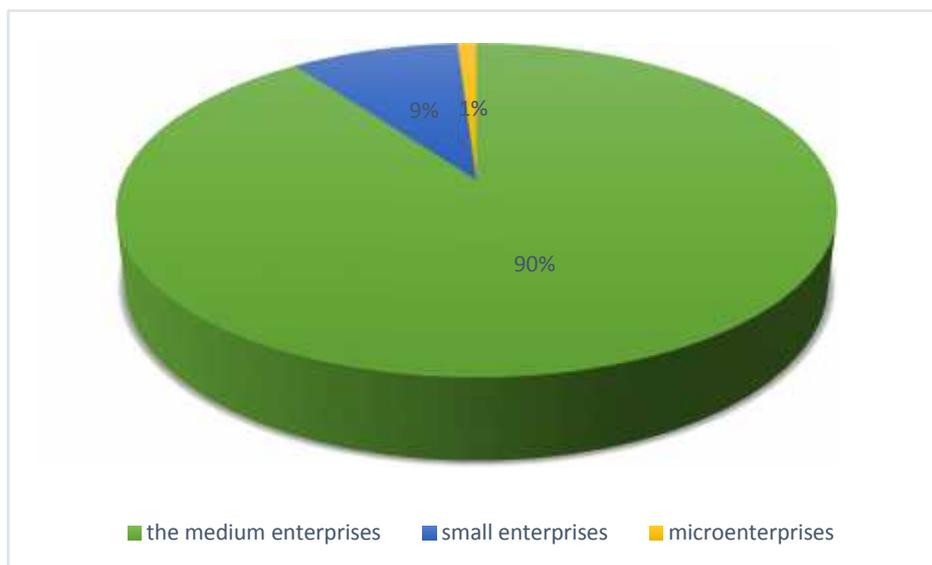


Figure 9 The distribution of the trade and repair of motor vehicles and motorcycles companies on type of enterprises  
 The source: firme.info/suceava and Ministry of Finance

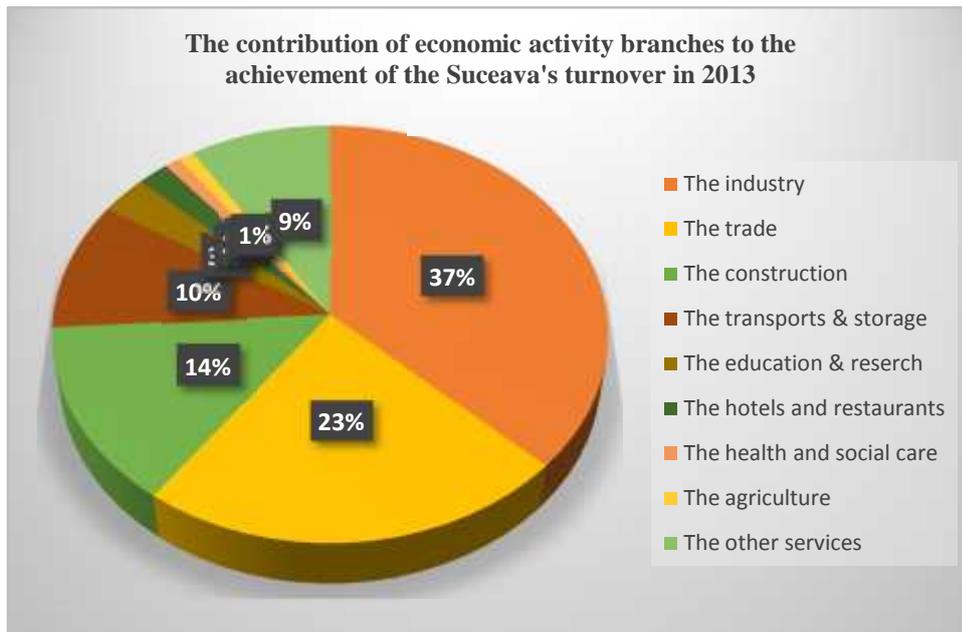


Figure 10 - The contribution of economic activity branches to the achievement of the Suceava's turnover in 2013

The source: Trade Register Suceava

No.	The company	The tournover	The number of employees	The field of activity CAEN2
1.	S.C. Ambro SA	209,437,087.00	481	The manufacture of paper and paperboard
2.	S.C. General Construct SRL	95,234,615.00	469	The construction of residential and non-residential buildings
3.	S.C. Eurospeed SRL	91,432,512.00	90	The tradewith other vehicles
4.	S.C Defel COM SRL	89,003,356.00	158	The wholesale beverage
5.	S.C LoialImpex SRL	88,096,337.00	216	The electrical installation work
6.	S.C Betty Ice SRL	86,791,608.00	689	The manufacture of ice cream
7.	SC GOLD & PLATIN MOLDOVA SRL	79,885,025.00	10	The retail sale of automobile fuel in specialized stores
8.	S.C Sidem S.R.L.	68,702,019.00	238	The manufacture of parts and accessories for the motor vehicles and their engines
9.	S.C. Harivex COM SRL	59,845,476.00	57	The Wholesale of chemical products
10.	S.C. Termica SA	58,296,920.00	393	The supply of the steam and air conditioning

Chart number 1. The top of the companies which achieved the highest turnover from Suceava in 2013

The source: firme.info/suceava and Ministry of Finance

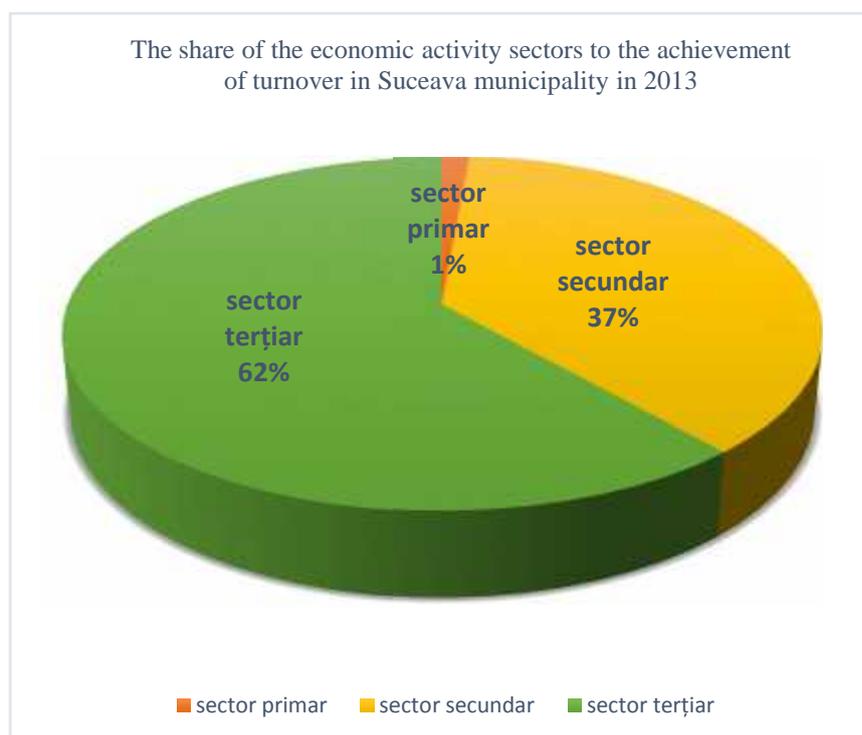


Figure 11 - The share of the economic activity sectors to the achievement of turnover  
In Suceava municipality in 2013  
The source: Trade Register Suceava