

INVESTMENTS AND SERVICES ON THE RURAL DEVELOPMENT IN ROMANIA

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Abstract

The article started with the modern connection observed between sectors in EU -primary, secondary and tertiary- on rural areas, where agriculture becomes essential. First, this connection is manifested in Romania under the impact of the main directions of the Common Agricultural Policy (CAP) during 2014-2020, namely: a more market-oriented production, but also related to the public, promoting food security, while considering environmental issues and, in addition, achieve cooperation and alignment to the European Economic Area, including equality in European funding. Secondly, there is a dedicated rural development policy, which is supported by a series of investments, but imposed a number of directions that will lead to the expansion of tertiary sector measures, marketing, tourism, ecology, and promoting social inclusion, poverty reduction and economic development in rural areas. Other influences are generated by foreign direct investments-FDI in rural areas. The conclusion is based on the fragility of the rural sector in Romania, compared to other European countries and highlights specific areas of interest of stakeholders for the following issues: improving policies and decisions, access to markets, infrastructure development, access to financial services, access to knowledge, services innovation and risk reduction.

Key words: tertiary sector, agriculture, rural development, Romania

JEL Classification M20, Q13, Q16, R12

1. Introduction

The modern economy has to manage on the one hand, a very dynamic connection that occurs between the primary, secondary and tertiary sector (services), but at the same time, these sectors are seen on three major areas currently characterized as being predominantly rural, predominantly urban and intermediate.

The countryside of Romania has great potential for the development of tertiary sector, placed both on input streams, but also on the outputs in rural primary activity.

This research found as very interesting the analysis of investment and services' development for rural areas in Romania, as nowadays, a great importance is given to this area in all states, but there are still many problems facing the Romanian rural regions.

The first objective of this paper is to highlight the connection between the primary, secondary and tertiary sectors in Romania, compared with the situation in the European Union.

Another objective emphasizes the role of the third sector in the rural areas of Romania, to establish the necessary investments to modernize the agriculture, to raise the quality of life in rural areas and to encourage diversification of the rural economy. As well, it is taken into consideration the role of foreign entrepreneurs in rural areas, with impact on the service sector in this area.

All these objectives are heavily influenced by national and EU policy on rural development in Romania.

Thus, first, there should be implemented services to improve competitiveness in agriculture and forestry, to improve the environment and the countryside, as well as to improve the quality of life in rural areas and to encourage the diversification of the rural economy. Second, many rural activities can become services for the whole economy and society, in particular through the promotion of green technologies and the offer of bio products and services.

2. Methodology

The paper is based on the current debate about the definition of the tertiary sector and the rural area because both areas are given increasing importance in all modern economies.

The analysis of the components of Gross National Product (GDP) in terms of the three sectors - primary, secondary and tertiary - highlights important connections to modern economies. As is generally known, it is considered that the primary sector refers to agriculture, forestry, fishing, mining and secondary sector includes manufacturing, construction, utilities while the third sector refers to various productive or unproductive services.

A series of activities from these sectors are subject to arguing, so that they can sometimes occur in the composition of a specific sector and sometimes, of another sector.

This aspect regards the tertiary sector, being subject to a separate analyzes. The most important trend is that the tertiary sector is reconsidered through the diversification of component activities and their functions. Based on the classification given by the National Institute of Statistics and Economic Studies (NIS) - a service activity is characterized by the provision of a technical or intellectual capacity. Of course, this activity can be considered productive or unproductive, but often the two functions are combined, which makes it more difficult to affiliate with one of the three sectors.

The practice seems to show that each activity has a corollary in various services that are comparable to those two great input or output flows for the activity. In this regard, the agricultural services may make the process of production, but they can be an extension of agricultural holdings, which are actually agricultural services.

From another point of view, some services are considered commercial in nature, others are non-commercial. For example, the agricultural services are grouped as follows [Muller, 1991]:

- Services that are an extension of mining activities using agricultural methods and skills (planning and landscaping, planting, riding centers or pet, specific agriculture construction);
- Services related to tourism, using farms to support recreational and educational activities (accommodation, supply of agricultural products, offers for sporting activities in natural, educational farms);
- Services related to the specific area crafts (textiles, ceramics, glass, wood, metal, leather);
- Proximity services (restaurant, bar, taxi, towing services);
- Non-market services, similar public services (snow removal, maintenance of canals and river banks, school transportation, cultural activities).

Debates, contradictions and reconsiderations refer also to the definition of rural. The paper is based on the modified version of OECD typology, used since 2010 by the European Commission, which takes into account population density, the presence of large urban centers and their share in total population. Specifically, the EU agreed typology establishes three categories of regions: predominantly rural, intermediate regions, predominantly urban regions.

This paper used the official data, several reports and analysis on the European Union (EU), which has established a policy of rural development with important measures imposed by differences between various countries, but also by the financial crisis and the pressure of globalization.

First, Romania considers the aims of Common Agricultural Policy (CAP) launched in 2003 to design a support system that is independent of production and to increase the retention capacity of the rural population.

Finally, the foreign investors have different interests in the countryside, which can have a positive impact, but there are some undesirable trends for Romania, being identified certain risks.

3. Investment and services for rural development in Romania

3.1. Connection between the primary, secondary and tertiary sectors in Romanian rural areas compared to rural areas of Romania in EU

The first observation is that rural areas do not appear to belong only to the primary sector, but has all three sectors. In 2009 compared with 2004, the share of the tertiary sector grew at EU27 level, to the detriment of the primary and secondary sector, the increase being more pronounced for the rural area, followed by the intermediate zone, as shown in Table 1.

Table 1
Share of the 3 sectors - primary, secondary, tertiary – in GDP in the 3 areas -rural, intermediates, urban

Sector	in EU 27 -%					
	Rural		Intermediate		Urban	
	2004	2009	2004	2009	2004	2009
Primary	6	4	3	2	<1	0,5

Secondary	30	29	29	28	23	20,7
Tertiary	64	67	68	70	77	78,8

Source: European Commission (2012a), Directorate-General for Agriculture and Rural Development, *Rural Development in the European Union, Statistical and Economic Information Report 2012*.p.68.

At the same time, one can say that EU registered a stop of development of the tertiary sector in 2009 due to the gap in development between the EU 15 member (integrated state until 2004) and EU 12 states (states integrated after 2004), as shown in table 2.

Table 2
Share of the 3 sectors - primary, secondary, tertiary – in GDP in the 3 areas -rural, intermediates, urban in EU 15 and EU 12, in 2009-%

Sector	Rural		Intermediate		Urban	
	EU 15	EU 12	EU 15	EU 12	EU 15	EU 12
Primary	3,3	7,4	1,9	3,6	0,5	0,7
Secondary	27,9	38,0	27,2	36,6	20,5	25,7
Tertiary	68.8	54,6	70,9	59,7	79,0	73,5

Source: European Commission (2012a), Directorate-General for Agriculture and Rural Development, *Rural Development in the European Union, Statistical and Economic Information Report 2012*.p.70.

In Romania, the data from statistical yearbooks show even a restriction on the service sector, following the share of value added - Gross Value Added (GVA) in Gross domestic product GDP on total economy and the share of main branches in total GVA.

Table 3
Share regarding GVA in the period 2007-2011 - %-

Date	2007	2008	2009	2010	2011
GVA/GDP	88,5	89,1	90,0	88,8	88,0
<i>GVA total, din care:</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>	<i>100,0</i>
-Agriculture, forestry, fishery	6,5	7,4	7,1	6,7	6,5
-Industry	27,5	25,9	27,2	29,7	26,3
-Construction	10,3	11,9	11,0	10,0	9,8
-Services	55,7	54,8	54,7	53,6	57,4

Source: INS, Yearly Statistics from 2009 to 2011.

These data are not divided in the Romanian statistics on the 3 areas - rural, intermediate, urban - but it may be noted that it was registered an involution in the economic growth in agriculture and fishing, so they contributed in 2011 to the formation of GVA with only 6.5%. Services increased at 57, 4% in 2011, but they are much lower than in EU 12 states.

3.2. Specificity of Romania as rural country in EU 27

The characterization of rural Romania results from the situation presented in Table 4: the share of territory, population, GDP and rural workers, compared with EU 15 and EU 12.

Table 4
Importance of rural area in Romania compared with EU 12 and EU 15 in 2009-%

	Territory			Population			GDP			Employment		
	Rural	Intermediate	Urban	Rural	Intermediate	Urban	Rural	Intermediate	Urban	Rural	Intermediate	Urban
Romania	59,8	39,4	0,8	45,7	43,8	10,5	32,4	42,8	24,8	41,5	46,5	12,0
EU 12	58,6	35,0	6,4	40,6	38,1	21,2	29,2	34,7	36,2	36,2	36,7	27,1
EU 15	56,1	33,9	10,0	19,1	34,8	46,1	16,2	31,4	52,4	18,0	33,3	48,7

Source: European Commission (2012a), Directorate-General for Agriculture and Rural Development, *Rural Development in the European Union, Statistical and Economic Information Report 2012*.p.51.

In fact, Romania has a very small urban area compared to rural areas combined with the intermediary one for all indicators (area, population, GDP, labor), but if calculated the correlation labor-GDP, this will be:

- 45.7% -32.4% -41.5% in Romania;
- 19.1% -16.2% -18% in the EU 15.

The large share of GDP produced in the rural area of our country shows that the primary sector is mainly, but there is registered a slow development of the tertiary sector.

According to the NUTS criteria (Nomenclature of territorial units for statistics), the classification valid from 1 January 2012 until 31 December 2014 [12, 2012] lists three categories of regions:

- 97 regions at NUTS 1 level as a major socio-economic regions;
- 270 regions at NUTS 2 level as basis regions for regional policy implementation;
- 1294 regions at NUTS 3 level regions considered small regions for specific diagnoses.

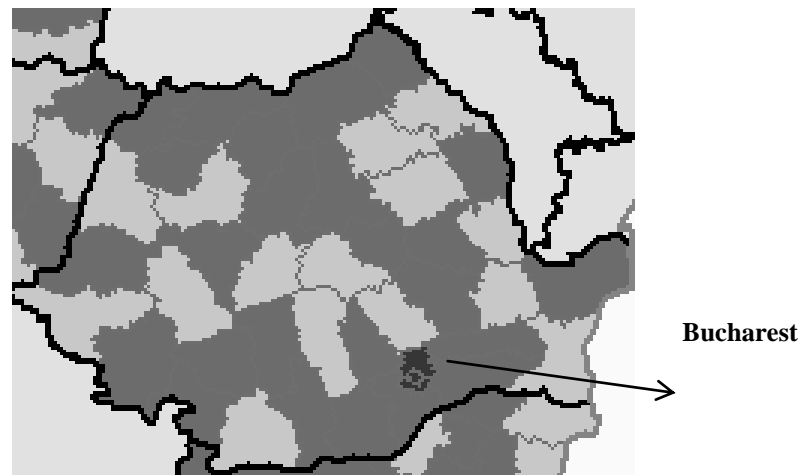
It should be noted that the provision of structural funds is done according to NUTS 2 level.

In Romania, NUTS 2 classification includes 7 regions + Bucharest and Ilfov region, according to the map in Figure No.1.



Figure No.1. Map of Romania with distribution of counties in the 7 regions + Bucharest and Ilfov

Romania joined the EU in 2007, as an emerging economy and rural by excellence, keeping this feature in 2012. Figure No. 2 with the map of the 41 counties + Bucharest show that in 2010, only Bucharest was considered predominantly urban area, while 14 counties were considered intermediate zone (light color) and most of the 27 counties were predominantly rural (dark color).



Source: European Commission (2012a), Directorate-General for Agriculture and Rural Development, *Rural Development in the European Union, Statistical and Economic Information Report 2012*, p.48

Figure No.2. Map of Romania regarding classification of counties on the 3 areas (predominant rural, intermediary, predominant urban)

From another perspective, predominantly rural areas contributing to the creation of gross value added reflected in the table 5 indicates its role in Romania compared to EU 27 for the main industries.

Table 5

Contribution of the predominantly rural areas to creation of gross value added GVA in 2009 - by field of activity, %

Region	Agriculture, forestry, fishery	Industry	Construction	Services
UE27	42	20	20	15
Romania	55	34	26	30

Source: European Commission (2012b), *Agriculture, fishery and forestry statistic. Main results – 2010-11*, Eurostat, p.144.

So, Romania can be considered one of the 27 EU <rural> countries because the contribution of the predominantly rural areas to the creation GVA is the predominant for the primary sector -55%, but even for the secondary and tertiary sector, compared to Europe. But as the analysis of the 3 sectors in Table 4 indicates, the rural area has a great competitiveness gap from 15 EU states and even to some countries in the EU 12.

3.3. Low investment for rural area in Romania

3.3.1. Need for investment in rural areas and insufficient national resources to finance investments in the Romanian rural areas

Rural areas around the world, but especially in the less developed areas need both private and public investment.

Private investments have always been limited by low self-financing from agriculture, so it is considered that are necessary more public investment to support the economic growth and to reduce poverty.

Public investment in agriculture and rural areas relate primarily to education and rural infrastructure, health, social protection, and nowadays to research and development (R&D) in order to move to a modern, intensive agriculture.

National resources of investments financing in Romania decreased in all branches of the national economy both because the economic crisis, but also because of poor management of these resources by the Romanian rulers.

Table 6

Share of net investment on the main activities of the Romania economy - %-

Years	Net investments -Total	by activity:			
		Agriculture	Industry	Construction	Services
2007	100	2,6	32,6	13,7	51,1
2008	100	3,4	32,2	13,6	50,8
2009	100	3,9	34,3	12,2	49,6
2010	100	3,7	37,6	12,8	45,9

Source: INS, Yearly Statistics from 2010, 2011.

Agriculture registered a slight decrease of investment, but services felt by more than 4%. For agriculture, these declines occurred despite European funds received after the EU integration in 2007 and that imposed increased co-financing.

Of course, the lack of significant investment in agriculture has affected different services in rural area or intermediate one, these services being anyway so low. For example, the infrastructure in Romania is totally unsatisfactory.

3.3.2. Reduced foreign investment in agriculture worldwide and in Romania

Statistics show that foreign investments are much lower in rural areas of the world, but they are lower in less developed economies.

In Romania, the balance of foreign direct investment in agriculture, forestry and fishing accounted for 31 December 2010, a rate of 2% of the total and at 31 December 2011 this balance increased to 2.4% of the total. [NBR, 2011].

Foreign investments have a positive impact on the performance of agricultural activities and rural social problems, through the following influences:

- financing with significant resources of diversified activities;
- high technological level for agricultural activity or service, including improving of the rural infrastructure;
- marketing and access to markets;

- best practices for protecting the environment,
- providing jobs and reducing poverty;
- better social conditions on education, health, culture of the specific area.

But foreign investments can have big risks, including those related to the acquisition of large areas of land. According to the Ministry of Agriculture and Rural Development (MARD) in early 2012, foreign-owned agricultural land in Romania was about 700,000 hectares (8.5% of arable land). Top buyers of land in Romania shows that Italy is ranked first with 24.29%, followed by Germany with 15.48% and the Arab countries with 9.98%. Hungary also holds 8.17% of the over 700,000 hectares owned by foreigners, Spain (6.22%), Austria (6.13%), Denmark (4.52%), Greece and the Netherlands by 2.4 %, and Turkey 0.78%.

3.4. The role of European rural development policy and the Common Agricultural Policy in the development of services in Romania

The European Union has policies for rural development and agriculture, and allocates resources in these areas.

Romania received financial support before the accession to the EU by SAPARD funds during 2000-2006 and then after joining in 2007, and has access to structural funds based on a National Rural Development Plan (RDP) for 2007-2013.

For the period 2007-2013, the EU has set three major objectives of rural development policy, namely:

1. Increasing the competitiveness of the agricultural and forestry sector;
2. Improving the environment and countryside through support for land management;
3. Enhancing the quality of life in rural areas and promoting diversification of economic activities.

RDP is focused on these three objectives, benefiting from allocations from the European Agricultural Fund for Rural Development (EAFRD) and to this are added other resources devoted to rural development and agriculture especially, the European Agriculture Guarantee Fund (EAGF).

Romania failed to exploit European funding offer, so that by December 2012 the absorption rate was only 12% of the current total budget of EU structural funds.

Specifically, the EAFRD contribution was over 8 billion, but Romania has failed to absorb more than 3.3 billion euros, according to table 7.

Table 7

EAFRD contribution and financial implementation of the RDP (including the operations of the European Economic Recovery Plan, PERE)

Axis	EAFRD Contribution 2007-2013 –Euro-	Cumulative payments 2007- 2011 –Euro-
Axis 1	3.173.849.264	916.226.878
Axis 2	1.880.598.967	1.202.513.898
Axis 3	1.978.991.904	801.851.049
LEADER	188.059.896	4.850.504
511 -Technical Assistance	300.895.834	18.236.257
611 - Complements to direct payments *	500.108.880	392.649.369
Total	8.022.504.745	3.336.327.955

*Special for Romania and Bulgaria on the period 2007-2009.

Source: MADR, 2012 a-PNDR, http://www.madr.ro/pages/dezvoltare_rurala/Program-National-de-Dezvoltare-Rurala-versiunea10-consolidata-decembrie-2012.pdf and MADR, 2011- Raport anual de progrese privind implementarea PNDR în România în anul 2011, http://www.madr.ro/pages/dezvoltare_rurala/Raport_anual_PNDR-2011.pdf

As shown, all axes are related to the development of services aimed at further RDP application to achieve major goals.

In case of RDP, the cumulative payments 2007-2011 indicate a better situation than other OPs, but the situation is negative on Axis 3, on LEADER and technical assistance that are most involved in the growth of services in rural areas.

For the next period, the EU shows a support for rural tertiary sector even further, according to the Europe 2020 strategy. Thus, for the period 2014-2020 are presented in detail the next six EU priorities for rural development, namely:

1. Fostering knowledge transfer and innovation in agriculture, forestry and rural areas;
2. Enhancing competitiveness of all types of agriculture and enhancing farm viability;

3. Promoting food chain organization and risk management in agriculture;
4. Restoring, preserving and enhancing ecosystems dependent on agriculture and forestry;
5. Promoting resource efficiency and supporting the shift towards a low-carbon and climate-resilient economy in the agriculture, food and forestry sectors;
6. Promoting social inclusion, poverty reduction and economic development in rural areas.

Following discussions at the beginning of 2013, Romania will benefit from increased financial resources. Common Agricultural Policy 2014-2020 set an amount of 17.5 billion EUR, which represents an increase of 27% over the allocation in the budget year 2007-2013, which was 13.8 billion. Specifically, within the CAP budget, there are two pillars that have provided the following funds for Romania:

- Pillar direct payments for the period 2014 - 2020, has allocated over 10 billion euros;
- Pillar Rural Development has provided funding of 7.1 billion, meaning a reduction in the latter case with one billion euros from the budget year 2007-2013.

These proposals must be approved by the European Parliament.

4. Modern agriculture as support for the services in the rural area

The nucleus of rural or intermediate areas is placed on specific activities for agriculture, forestry and fishing.

The agriculture practice has evolved constantly, but it changed radically and rapidly since the 20th century, so it created an agricultural technology with a range of upgraded equipment and machines based on complex scientific knowledge connected to all areas of science, involving skilled personnel.

The difference between the modern agriculture and the traditional one is the extension of the secondary and tertiary sectors in agriculture, considered a primary sector par excellence. Thus, it is about an agricultural chemistry which includes the application of chemical fertilizers, chemical insecticides, fungicides, changing nutritional needs of farm animals, complex analysis of agricultural products in terms of health food, etc. There are applications on plant and animal breeding, hybridization, gene manipulation, better management of soil nutrients, etc.

Last concern is about ecology and bio products, people are now confronted with managing the relationship between agriculture became over intensive and over productive and the need for healthy products, protecting the natural environment and biodiversity.

The most recent example of modern agricultural development and rural regeneration of the area come from China, criticized for overproduction at any price, but this established in 2012 the following important steps for production, especially agriculture-related services:

- Modernized agricultural technologies, mechanized, computerized,
- Boosting system implementation of technical services and scientific innovations in the rural areas;
- Implementation of innovations in agriculture, particularly in obtaining and cultivating seed quality and resistant related to climate change;
- Encouraging agricultural technicians to open businesses in the area;
- Development of advanced agricultural centers for advanced agriculture technology nationwide and creation of technology national parks for agriculture;
- Introduction of a computerized system of agricultural information;
- Strengthen technical, scientific and administrative reform in rural areas;
- Increasing scientific and technical investments for agricultural development,
- Training platform for scientific and technical research in the field of agriculture;
- Training of specialists and qualified personnel necessary to achieve high standards of national agricultural modernization [1, 2012].

What should be noted is the need for integration of agriculture in the whole economic gear through as many input-output streams, many of which are considered services.

It is in this sense, the rural area of Romania has great needs. For example, milk production as primary food requires a chain of services that ensure the growth and operation of dairy cows, but then it takes another chain of collection centers and processing the milk. Or, in Romania it is considered that in 2012 there were about 5 million tones of milk, but it was collected less than one fifth (883,710 tons), and further processing registered a decrease compared to 2011 in order to get cream, butter, cheese, yogurt.

Likewise we can see serious backlogs for other agricultural products, especially chain collection, storage and sale in domestic and foreign markets.

Of course, there is an European support for the development of these services. (According to MARD, the farmers in Romania have available from the end of November 2012, about 80 million Euros for the creation of collecting, sorting, packaging, labeling and conditioning machines for agriculture products.)

Reduction in value chain development has the following objectives:

- increasing farm gate prices;
- building strong farmers' organizations, favorable to inclusion;

- facilitating access to new markets for poor women and social groups;
- lower prices for consumers, improving chain efficiency.

Modern states policy for development in rural territory at standards equivalent to urban areas has not only purely economic interests, but should be taken into consideration those advantages of rural areas, with green areas and generous spaces with a healthier biodiversity and even with a certain daily rhythm more appropriate to human health compared to large urban areas.

5. Conclusions

Like any modern entrepreneur, a single farmer can be considered <dead>, that is uncompetitive and economically non-viable. Basically, it requires a complex and functional socio-economic tissue determined by the need to make a modern agriculture in a space that can not be considered as predominantly rural, so it talks about creating a term that combining rural and urban features. Continuing this logic, agriculture should develop a range of services, changing the relationship between the three sectors-primary, second, tertiary.

Services sector for modern rural can be seen by its double valence of final input- self-consumption-output, namely:

- On the one hand, the needs of rural areas require the development of services to serve the exploitation and investment, many are common to the industry or other sectors, and the creation of special services dedicated to modern agriculture.

- On the other hand, the rural areas and agriculture generates service for itself, but also for other sectors.

The article started from the modern connection observed between primary, secondary and tertiary sectors in the EU, in rural areas, where agriculture becomes crucial.

First, this connection is manifested in Romania under the impact of the main directions of the Common Agricultural Policy (CAP) during 2014-2020, i.e. a better market-oriented production, but also related to the public needs, for promoting food security while taking into account environmental issues and, in addition, achieve cooperation and alignment with the European Economic Area, including the equality of European funding.

Secondly, there is a policy for rural development, which are supported by a series of investments, but there are imposed a number of directions that will lead to the expansion of the tertiary sector, through measures of marketing, tourism, ecology, and social inclusion promoting, poverty reduction and economic development in rural areas. Other influences are generated by foreign direct investment in rural areas, much lower than in other areas.

The conclusion is based on the fragility of the rural sector in Romania, compared to other European countries and highlights specific areas of interest of stakeholders regarding the following issues: improving policies and decisions, access to markets, infrastructure development, access to financial services, access to knowledge, to services innovation and risk reduction.

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