MADE HERE DOSSIER · HS 252329

Grey Portland cement in Romania

Romania imported USD 77m of grey Portland cement in 2024, 952,163 tonnes, up 37 per cent on 2022. Ukraine supplied 65 per cent. Romania exported USD 31m of it. The line is second of the twenty in Romania's Made Here record, scoring 6 of 8.

IMPORT BILL, 2024	CHANGE ON 2022	TOP SOURCE	SCORE
USD 77m	+37 per cent	Ukraine 65%	6 of 8

Customs description: "Cement: portland, other than white, whether or not artificially coloured". Heading 2523: Cement, incl. cement clinkers, whether or not coloured. Chapter 25: Salt; sulphur; earths and stone; plastering material, lime and cement.

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This dossier is everything the public record holds about one line for one country, read from the files named in section 8. It is a reading of the record, not advice and not a forecast. Nothing in it says that making the product in Romania would pay: that is the maker's question, and the record cannot answer it.

THE NUMBER

1. The bill and its path

Year	Imports	Quantity	Customs value per tonne	Exports	World trade in the line
2022	USD 56m	813,207 t	USD 69 a tonne	USD 10m	USD 8.2bn
2023	USD 58m	772,010 t	USD 75 a tonne	USD 23m	USD 8.9bn
2024	USD 77m	952,163 t	USD 81 a tonne	USD 31m	USD 8.4bn

Romania imported USD 77m in 2024, up 37 per cent on 2022 (USD 58m in 2023). Exports of the same line: USD 31m.

> **Unit values are customs values per tonne, not prices.** They are the declared value divided by the reconciled quantity: they mix grades and contract terms, and they say nothing about what a buyer pays at the gate. Where a flow is under 10 tonnes the unit value is too small to read and is not shown.

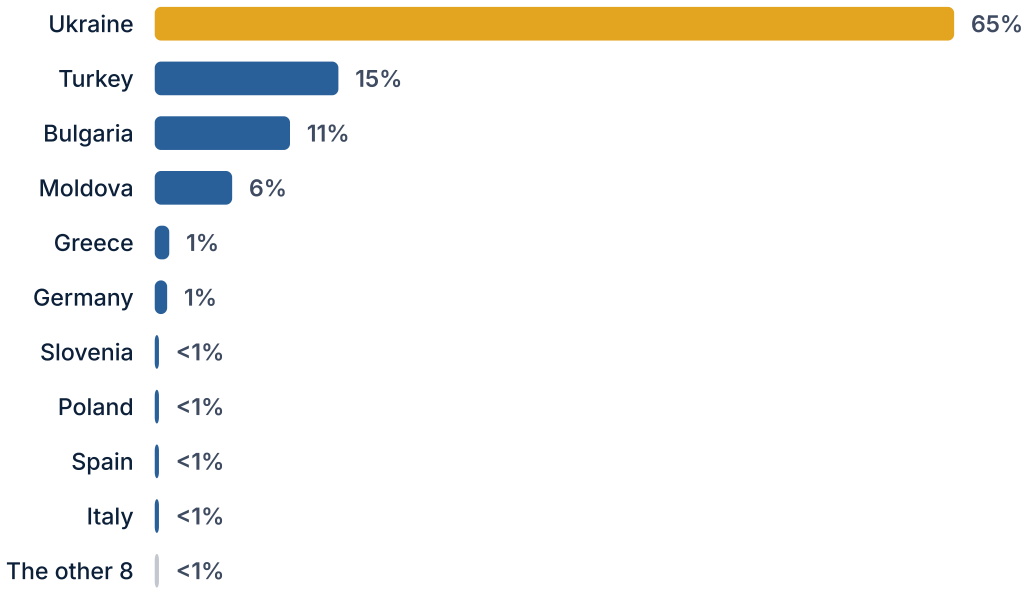
The same heading. Romania also imports two more lines under heading 2523 that are not yet exported well (the record shows one line per heading and carries the rest as siblings):

HS6	Line	Imports, 2024
252321	Cement: portland, white, whether or not artificially coloured	USD 11m
252310	Cement clinkers (whether or not coloured)	USD 27m

THE SOURCES

2. Where it comes from

In 2024, Romania bought this line from 18 countries. Ukraine supplied 65 per cent. Interpretation: a single-source dependency.



#	Source	Value	Share	Quantity	Customs value per tonne
1	Ukraine	USD 50m	65 per cent	661,027 t	USD 76 a tonne
2	Turkey	USD 12m	15 per cent	162,422 t	USD 71 a tonne
3	Bulgaria	USD 9m	11 per cent	79,654 t	USD 107 a tonne
4	Moldova	USD 5m	6 per cent	37,464 t	USD 130 a tonne
5	Greece	USD 921k	1 per cent	9,062 t	USD 102 a tonne
6	Germany	USD 779k	1 per cent	2,008 t	USD 388 a tonne
7	Slovenia	USD 25k	under 1 per cent	118 t	USD 215 a tonne
8	Poland	USD 25k	under 1 per cent	20 t	USD 1,241 a tonne
9	Spain	USD 19k	under 1 per cent	166 t	USD 117 a tonne
10	Italy	USD 18k	under 1 per cent	62 t	USD 297 a tonne
	The other 8 sources	USD 29k	under 1 per cent		

The concentration measure the site uses is the top source's share of the bill: 40 per cent earns one point, 60 per cent earns two, and an undisclosed top source earns none. The Herfindahl index (the sum of squared shares; 1 is a single source) is 0.465 and does not score.

THE CAPABILITY

3. What Romania already exports near it

Romania exports 1,067 products well, that is with a revealed comparative advantage (RCA) of 1 or more. For this line its RCA is 0.78, below 1, so not yet an export strength. Its density, the proximity-weighted share of this product's neighbours that Romania already exports well, is 0.2723, in the top 22 per cent of the 1,446 candidate lines.

Nearest export strengths, named. The products Romania already exports well that sit closest to this one:

HS6	Product	Proximity	Exports, 2024
271600	Electrical energy	0.556	USD 691m

The rule for naming a strength: the country exports it well (RCA of 1 or more), its proximity is 0.4 or more, it sits in the same HS section as the line, and it is not waste or scrap.

The three closest products Romania exports well, as the product space ranks them, and whether the rule names them:

HS6	Product	Proximity	Exports, 2024	Named?
220210	Waters: including mineral and aerated, containing added sugar or other sweetening matter...	0.567	USD 183m	no, another section
271600	Electrical energy	0.556	USD 691m	yes
391590	Plastics n.e.c. in heading no. 3915: waste, parings and scrap	0.476	USD 15m	no, waste or scrap

Interpretation: a named strength in the same section but another chapter is a product-space neighbour, measured by which countries export both. It is evidence of related capability, not proof that the same plant, skills or inputs carry across.

THE WORLD

4. Who in the world exports it well

World trade in this line was USD 8.4bn in 2024. 56 countries export it with an RCA of 1 or more (54 of them among the 157 countries large enough to enter the capability calculation). The ten largest of them by value:

#	Country	Exports, 2024	Share of world trade	RCA
1	Vietnam	USD 1.1bn	12 per cent	5.66
2	Turkey	USD 840m	10 per cent	8.53
3	Canada	USD 420m	5 per cent	1.99
4	Egypt	USD 391m	5 per cent	20.01
5	Spain	USD 301m	4 per cent	2.04
6	Slovakia	USD 248m	3 per cent	5.68
7	Greece	USD 208m	2 per cent	10.63
8	Senegal	USD 168m	2 per cent	68.35
9	Pakistan	USD 166m	2 per cent	12.13
10	Ireland	USD 163m	2 per cent	1.80

Romania ranks 55 of 136 exporting countries by value, with exports of USD 31m and an RCA of 0.78.

The world's average customs value per tonne for the line in 2024 was USD 80 a tonne; Romania's imports averaged USD 81 a tonne. Both are customs values, not prices.

> RCA is the line's share of a country's exports divided by its share of world exports. Above 1, the country exports more of it than the world average would predict. A large exporter with an RCA below 1 (a big economy exporting a little of everything) is left out of this table by design.

THE SCORE

5. The score and its working

The line is **second of twenty** in Romania's Made Here record and scores **6 of 8**. The score below is quoted from the record; this dossier recomputed it from the trade file with the same rules and got 6.

Part	Range	Points	Working
Import bill	0 to 3	2	import bill USD 77m, top 21 per cent of candidates (2)
Proximity to export strengths	0 to 3	2	proximity to Romania's export strengths in the top 22 per cent (2)
Supply concentration	0 to 2	2	Ukraine supplies 65 per cent (2)

The rule. Import bill and proximity each score 0 to 3 by percentile among the 1,446 candidate lines (in-scope imports of USD 10m or more): above the median 1, top quarter 2, top tenth 3. Concentration: top source at 40 per cent 1, at 60 per cent 2. A line enters the list only if it is not yet exported well (RCA below 1), is not a net export (exports under 80 per cent of imports), sits in the upper half for proximity and scores at least 3; one line per customs heading. Public buyers are context and never a point.

> What the score is not: a ranking of what would be profitable to make. It measures three things that are in the record, the size of the bill, how close the line sits to proven capability, and how exposed the supply is.

THE BUYERS

6. Public buyers

Record: Tenders Electronic Daily (EU), 3 November 2025 to 2 November 2026, 24,619 award notices read. 15,672 were classified by the buyer as goods with a procurement code specific enough to join. Of those, **125 fall in this line's family at heading level (2523), from 42 distinct buyers.**

Read this count with care. None of the 125 carries a code that maps to heading 2523 alone: every one is a purchase in a wider family that the crosswalk spreads across several headings (the codes are listed below). Read it as public demand for the family, not for grey Portland cement.

Most frequent buyers, by number of notices

#	Public buyer	Notices
1	COMPANIA NATIONALA de ADMINISTRARE A INFRASTRUCTURII RUTIERE S.A. prin DRDP CLUJ	22
2	Distribuție Energie Electrică Romania S.a.	12
3	Compania Nationala De Administrare A Infrastructurii Rutiere S.a.	8
4	Universitatea "Alexandru Ioan Cuza" Iasi	6
5	Compania De Apa "aries" S.a.	5
6	Salubrizare Si Servicii Publice Focsani SA	5
7	Eco Urbis Craiova Srl	5
8	Compania Municipală Energetica Servicii București S.a.	4
9	Regia Autonoma Administratia Patrimoniului Protocolului de Stat Bucuresti	4
10	COMPANIA NATIONALA de ADMINISTRARE A INFRASTRUCTURII RUTIERE S.A. prin DRDP Craiova	3

The procurement codes that joined

Code	Description	Headings the code maps to	Notices
44113620	Asphalt	11	21
44113610	not given in this record	11	19
44114100	Ready-mixed concrete	11	15
44100000	Construction materials and associated items	11	14
44113310	not given in this record	11	11
44110000	Construction materials	11	10
44115210	Plumbing materials	11	7
44111500	not given in this record	11	6

Examples of what the most frequent buyers bought, in the words of the notice:

- COMPANIA NATIONALA de ADMINISTRARE A INFRASTRUCTURII RUTIERE S.A. prin DRDP CLUJ: "Emulsie bituminoasa cu rupere lenta EBCL 60 cu transport inclus - Sectia Productie - Acord cadru 2 ani"
- Distribuție Energie Electrică Romania S.a.: "Beton gata de turnare-17 loturi"
- Compania Nationala De Administrare A Infrastructurii Rutiere S.a.: "Furnizare emulsie bituminoasa cu rupere rapida tip EBCR60 (C60B2) - DRDP-Constanta'' - ACORD CADRU 3 ani"

> Award values are never shown: they are framework ceilings, duplicates and, in some files, typing errors, so buyers are ranked by how often they buy. Companies appear here only as public buyers. No supplier is named. The crosswalk from procurement codes to customs headings is ours and approximate; no official one exists.

THE NEWS

7. Developments in the feed

The matching rule. A development from the BuzzBaboon feed (50 developments read from primary sources) is attached only when all three hold: one of its places is Romania or one of the line's three largest sources (Ukraine, Turkey, Bulgaria); it carries one of the sector tags construction, manufacturing; and one of the words "cement", "cements", "clinker", "clinkers" occurs in its title, or in lower case in its summary of facts.

None meets the rule today. The feed reads UK public-sector and regulatory sources first, so an absence here says where the feed looks, not that nothing is happening to this line in Romania. When a development meets the rule it is attached to the next edition of this dossier.

THE METHOD

8. Method, limits and sources

- **Trade.** CEPII BACI, HS 2022 revision, version 202601: every bilateral flow at six digits, reconciled from both sides of the border, 2022 to 2024, values in US dollars, quantities in metric tonnes.
- **Capability.** The product-space method (Hidalgo, Klinger, Barabasi and Hausmann, Science, 2007) on 157 countries exporting at least USD 1bn and 5,388 products with world trade of USD 10m or more. RCA is the line's share of a country's exports over its share of world exports. Two products are close (proximity) when the countries that export one well tend to export the other well. Density is the proximity-weighted share of a product's neighbours the country already exports well.
- **Scope.** Chapters 16 to 96, less ores, fuels, precious metals, raw farm output, scrap, unwrought metal and one-off capital and defence purchases (scripts/sovereignty/scope.js).
- **Public buyers.** Award notices the buyer classified as goods, joined to customs headings through a crosswalk from procurement codes that is ours and approximate. Only a specific code joins; broad divisions join nothing. Context, never a point.
- **Developments.** The rule in section 7, stated in full there.

What is not in the record

- Tariffs, quotas and trade remedies on this line: not in the record.
- Product standards, certification and licensing: not in the record.
- Production costs, energy prices, wages and plant economics: not in the record.
- Domestic production and installed capacity: not in the record.
- The names of firms that make, import or sell the product: not in the record.
- Market prices: the unit values here are customs values per tonne: not in the record.
- Public buyers: in the record, as context.
- Regions: regional trade by product is published only for the UK in this edition.

Sources

- CEPII, BACI international trade database, HS22, version 202601. Licence Etalab 2.0. https://www.cepii.fr/CEPII/en/bdd_modele/bdd_modele_item.asp?id=37
- Hidalgo, Klinger, Barabasi and Hausmann, "The Product Space Conditions the Development of Nations", Science 317 (2007).
- Tenders Electronic Daily (EU), https://ted.europa.eu/
- The Made Here record: https://buzzbaboon.com/made-here/romania/

Every number in this dossier is traced to the file and field it came from, and checked against that file before the dossier is sent (185 printed numbers, each re-read from the record). BuzzBaboon, a Shika Group property.