

MARKET NAME

ROMANIA¹

MARKET VERDICT

Exploration / Conditional / Segment / Full fit

Comment: Romania can be considered a selective source market rather than a low cost or mass recruitment market. While the country offers a large pool of qualified specialists, it is no longer a cheap labour market, and Lithuanian employers recruiting from Romania compete not only with local Romanian companies but also with employers across the European Union (EU) seeking the same profiles.

The Romanian labour market is not universal in its applicability and shows strong differentiation by profile and qualification level. Its potential is more evident when targeting specific sectors or specialised higher

skilled roles. Experiences with recruiting lower- and medium-skilled workers (notably in construction and logistics) tend to require targeted recruitment approaches with additional effort in candidate engagement, including proactive and personalised communication to build trust and manage expectations.

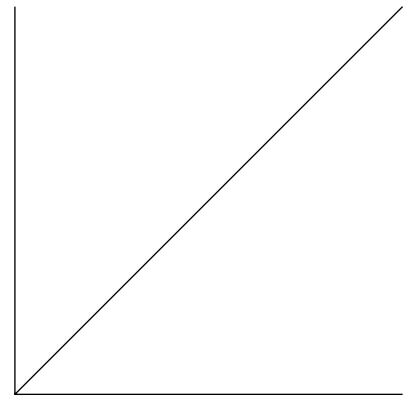
As an EU labour market, Romania benefits from simpler legal and administrative hiring procedures compared to non EU countries. However, successful attraction of Romanian specialists depends on the overall value proposition, not salary alone.

“For Lithuanian employers, Romania is a promising source of talent due to its large pool of working-age professionals, broad availability of specialists, and ease of hiring as an EU country. It has particularly potential for attracting highly skilled engineers when employers can offer competitive employment packages at the European level.”

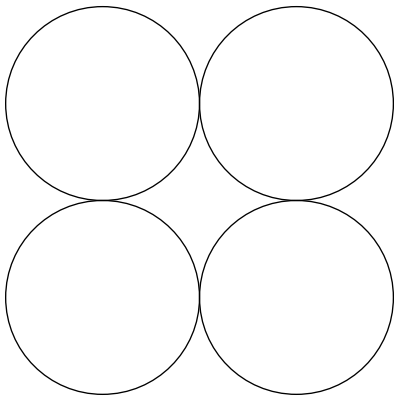
Ernestas Kukauskas, International Recruitment Manager, UAB Biuro

¹ The study screened 218 countries using a multi-criteria framework comprising more than 20 indicators across economic, labour market, social, mobility, and talent-related dimensions. The screening was used to develop a top 20 shortlist, from which seven priority markets, including Romania, were selected for further analysis. For Romania, the findings were validated through interviews with companies and recruitment agencies experienced in recruiting talent from this market, conducted in March–April 2026.

THIS MARKET IS LIKELY TO BE A GOOD FIT FOR YOUR COMPANY IF IT ALIGNS THE HIGHLIGHTED CRITERIA:



Criteria			
Experience with international hiring	Experienced in international hiring	Have limited experience with international hiring	Just starting international hiring journey
Ability to invest in talent	Able to offer competitive salaries and relocation packages	Willing to invest selectively, especially for hard-to-fill roles	Highly cost-sensitive, with limited relocation or onboarding budgets
Types of roles being filled	Recruiting highly skilled or specialised talent	Recruiting mid-level specialists or experienced technicians	Recruiting lower-skilled, easily replaceable or high-volume roles
Risk tolerance / complexity readiness	Comfortable managing complex immigration, relocation or qualification-related processes	Prefer moderately complex but manageable solutions	Prefer simple, low-risk and administratively predictable hiring channels
Geographical / cultural flexibility	Open to sourcing talent globally	Prefer regionally closer or culturally more familiar markets	Strong preference for proximity, ease of integration and low cultural distance
Internal onboarding and integration capacity	Have strong onboarding systems and English-speaking teams	Have some capacity to support integration	Have limited capacity and need candidates who can integrate with minimal support



GENERAL CONTEXT

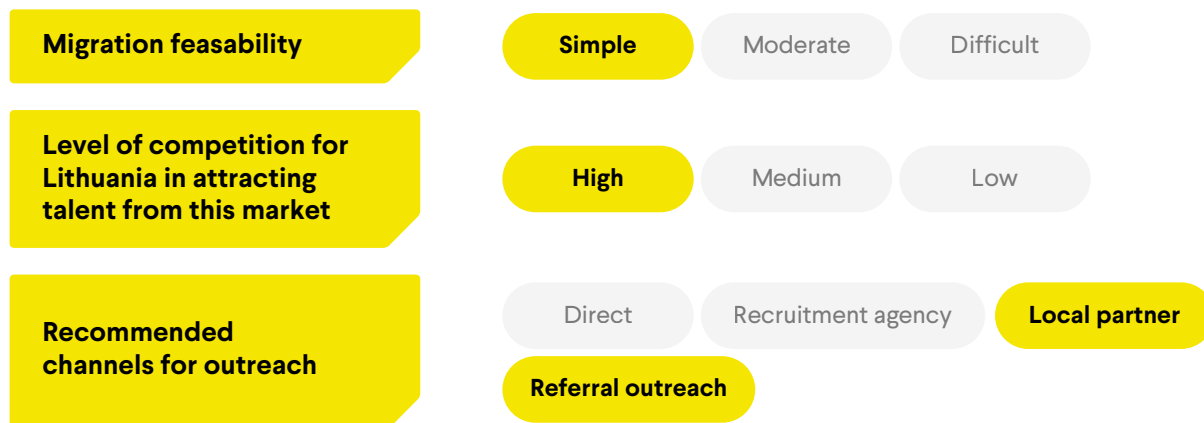
Dominant engineering industries ²	→ Civil and Construction Engineering → Automotive Engineering	→ Energy Engineering → Electronics Engineering
Industries employing professionals (LinkedIn Talent Insights) ³	→ IT Services and IT Consulting → Software Development → Motor Vehicle Manufacturing	→ Construction → Telecommunications

TALENT POOL

Whom to search for	Romania is best positioned as a source market for practical industrial engineering talent: by far and away automotive; followed by mechanical, manufacturing and electrical profiles.	
Number of engineers within the market	N/A	
Number of engineers within the market segmented by industry	N/A	
LinkedIn Talent Pool (Function: Engineering) ⁴	→ 244 383	
LinkedIn Talent Pool by seniority (Function: Engineering) ⁵	→ Mid (5-10 years of experience): 44 903 → Senior (10+ years of experience): 83 126	
English proficiency ⁶	Very high	
Leave notice by employees ⁷	20-45 days	

² Based on desk research and consultations.
^{3,4,5} LinkedIn Talent Insights (May 2026).

⁶ EF EPI, EF English Proficiency Index, 2025 Edition.
⁷ CXC, "End of Employment in Romania".

PRACTICAL HIRING INSIGHTS ⁸

Comment: Candidate sourcing in Romania is most effective through personal networks, referrals, and trusted local partners, while open market or purely direct recruitment tends to be really challenging without established local connections and credibility.

MAIN SUCCESS CONDITIONS

→ Offering a competitive salary that meets European benchmarks, as Romanian candidates are unlikely to relocate unless the financial offer clearly improves their situation and stands out against alternatives in other EU countries.

→ Providing a comprehensive relocation package, as decisions are driven not by salary alone but by the full offer, including accommodation, transport arrangement and assistance in the travelling process, relocation support, and additional benefits.

→ Actively positioning Lithuania as an attractive career and life destination, as it is not naturally perceived as a first-choice country for long-term relocation. Employers need to clearly communicate living conditions, work culture, climate, and quality-of-life aspects.

→ Ensuring proactive, personalised and honest communication throughout the recruitment process to build trust, manage expectations, and strengthen candidate commitment.

“Romania has proven to be a very good recruitment market because workers are loyal, responsible and hardworking. The initial investment is higher, as employers need to build trust through frequent communication, local recruitment support, and hands-on assistance with travel and onboarding. However, once trust is established, recruitment becomes easier, and employee retention is stronger than in some other markets.”

Justina Szczepanczyk, Recruitment project coordinator, UAB Skogran

⁸ Practical hiring insights are based on interviews with companies and recruitment agencies experienced in recruiting engineering professionals and engineering technicians from Romania (March–April 2026).

MAIN RISKS

Talent retention.

There is a risk that some specialists recruited from Romania may perceive Lithuania as a temporary or transitional career destination and subsequently move on to other EU labour markets offering broader opportunities or higher returns. While not universal, this reflects the high mobility of Romanian professionals within the EU. To mitigate this risk, employers should clearly communicate long-term career prospects, working conditions, and retention-oriented aspects of the offer early in the recruitment process.

Cultural fit.

Differences in work culture, communication style, and workplace expectations (e.g. punctuality and decision-making) may create integration challenges. However, employers note that employees who integrate successfully are loyal and responsible once trust is established. It is recommended to anticipate cultural differences, clearly communicate expectations from the beginning, and actively support integration through structured onboarding and inclusive workplace practices.

Talent market competitiveness.

Romania is no longer a low-cost labour market, and Lithuanian employers compete with both local Romanian and other EU employers for the same talent. Successful recruitment therefore requires not only competitive salaries, but also a compelling offer that includes relocation support and additional benefits that are attractive within the broader European labour market.

Language barrier.

Language proficiency may pose a constraint for certain roles, particularly in lower-skilled occupations, while higher-skilled professionals generally demonstrate stronger English capabilities. As a result, it is recommended to assess language proficiency individually on a case-by-case basis to ensure suitability for the role.



EXISTING HIRING SIGNAL IN LITHUANIA

Number of new engineering professional hires over the last two years	→ 2025: 65 → 2024: 10	Number of new engineering technician hires over the last two years	→ 2025: 530 → 2024: 717
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Comment: Lithuanian companies in the construction, administrative and support service activities, and manufacturing sectors have already recruited talent from Romania, mainly for technician roles. Although recruitment of engineering professionals remains relatively limited, recent growth in engineer arrivals suggests increasing potential for this talent segment.

SALARIES AND VALUE PROPOSITION

Average salary inside the country (gross) (2026) ⁹	9 902 RON/month (~1 890 EUR) (currency rate in July 2026)
Average engineering salary (gross) (2026)	Romania: 12 387 RON/month ¹⁰ (~2 365 EUR) (currency rate in July 2026) Lithuania: ~ 2 899 EUR / month ¹¹
Average salary segmented by engineering profession (gross) (2026)	Civil Engineering: 12 478 RON/month ¹² (~ 2 382 EUR) (currency rate in July 2026) Electrical Engineering: 12 500 RON/month ¹³ (~ 2 386 EUR) (currency rate in July 2026) Mechanical Engineering: 13 700 RON/month ¹⁴ (~ 2 615 EUR) (currency rate in July 2026)
Tax system ¹⁵	Personal Income Tax: 10 % Social insurance (CASS): 25 % Health insurance: 10 %
Cost of living comparison (Romania vs Lithuania)	Cost of Living in Romania is 20.1 % <u>lower</u> than in Lithuania (excluding rent) ¹⁶ Bucharest is 13.5 % <u>less expensive</u> than Vilnius (excluding rent) ¹⁷
Housing affordability (rent per month Romania vs Lithuania)	Rent prices in Romania are 21.1 % <u>lower</u> than in Lithuania ¹⁸ Rent in Bucharest is 23 % <u>lower</u> than Vilnius ¹⁹
Quality of Life	<u>High</u> in Romania (146.87) vs. <u>Very high</u> in Lithuania (185.95) Lithuania outperforms Romania on purchasing power, healthcare quality, traffic and commute conditions, pollution levels, and overall quality of life. Romania's relative strengths lie in lower cost of living and more favourable climate conditions. ²⁰

⁹ Institute of Statistics - Romania, "Monthly Average Earning", 13 May 2026.

¹⁰ OptiSalary, "Engineer Salary in Romania 2026", updated 1 January 2026.

¹¹ Work in Lithuania (WIL) calculations based on SODRA microdata.

¹² eJobs Romania, "Salarii Inginer Constructor - Vezi Cum Se Compară Salariul Tău - Salario".

^{13,14} Hays PLC, "Hays Romania salary guide 2025", 2025.

¹⁵ Fiscal Code of Romania, "Art. 78 - Determinarea Impozitului pe Veniturile din Salarii și Asimilate Salarilor".

^{16,18} Numbeo, "Cost of Living Comparison between Lithuania and Romania", updated May 2026.

^{17,19} Numbeo, "Cost of Living Comparison Between Vilnius and Bucharest", updated May 2026.

²⁰ Numbeo, "Quality of Life Comparison Between Romania and Lithuania", updated May 2026. National



SALARY VS. VALUE PROPOSITION

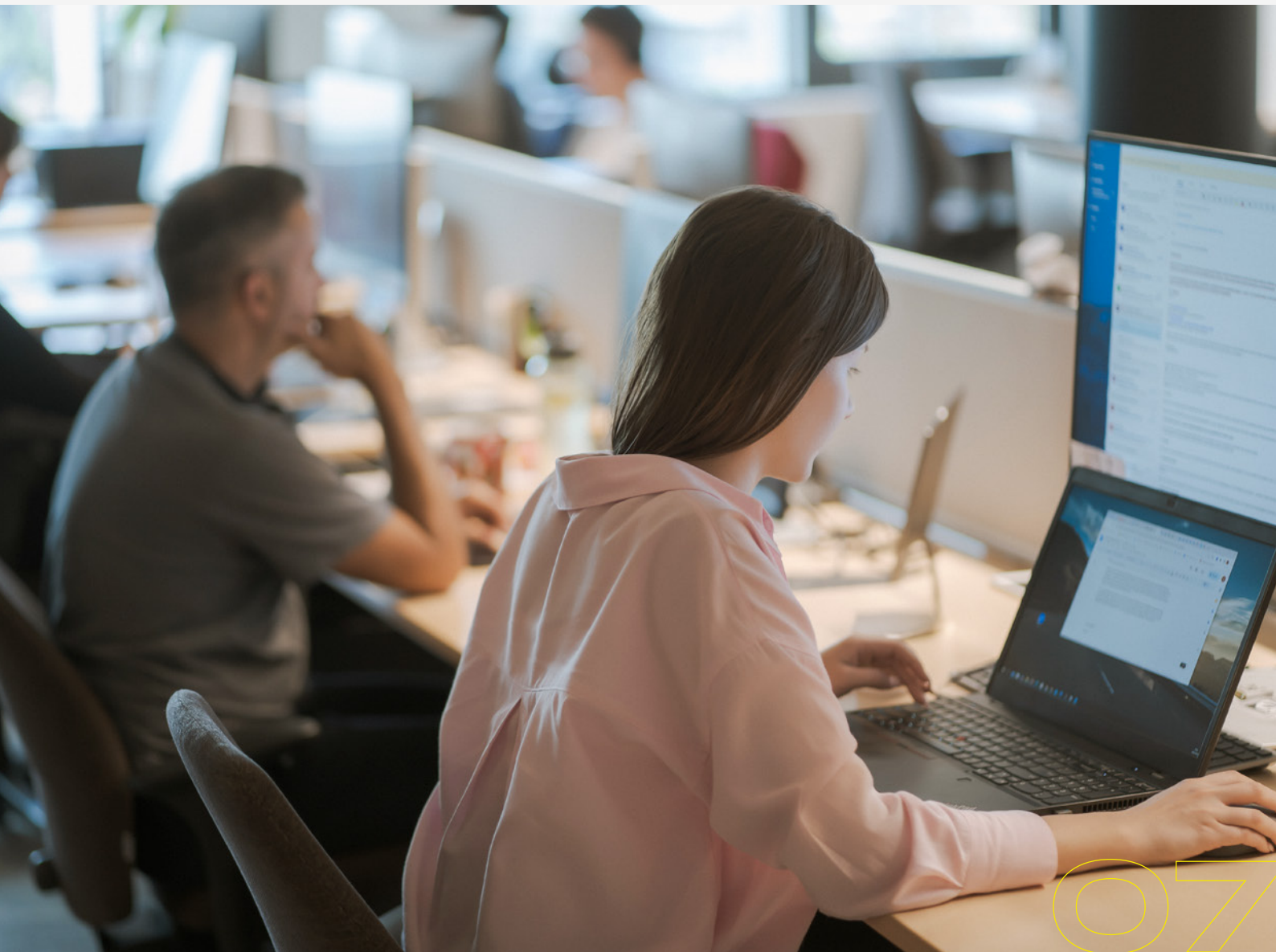
→ Lithuania offers slightly higher engineering salaries compared to Romania, with average gross engineering earnings of around 2 365 EUR per month in Romania versus approximately 2 899 EUR in Lithuania.

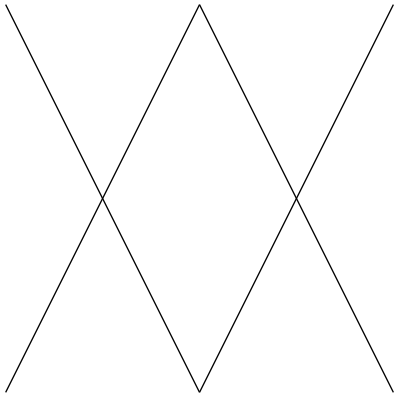
→ Engineering salaries in Romania are broadly comparable to Lithuanian levels across key disciplines, including civil, electrical, and mechanical engineering, though they remain slightly lower on average. As a result, salary alone is unlikely to be a decisive factor for many candidates.

→ Lithuania's attractiveness therefore lies not only in moderately higher wages, but in a broader value proposition, combining stronger purchasing power and a very high quality of life.

→ While Romania offers competitive engineering pay in nominal terms, Lithuania's higher salary levels translate into stronger purchasing power, supporting more favourable living standards for highly skilled professionals.

→ In this context, employers' ability to strengthen the offer beyond salary becomes critical, particularly through comprehensive relocation packages, transport arrangement and assistance in the travelling process, initial accommodation support, administrative assistance, and clear guidance throughout the entire relocation process. Demonstrating employer care and reliability during relocation – from first contact to post-arrival integration – can be a decisive factor in building trust and influencing Romanian engineers' decision-making.





MIGRATION

Can candidates travel easily to Lithuania?	Free movement (EU) Visa-free regime Visa required before travel Visa process restrictive Visa-free entry, but work permit needed
Is there a VFS application centre in this market?	No need due to the free movement of EU citizens visa-free labour mobility amongst EU Member States
Likelihood of professionals to migrate	High Moderate Low
Net migration rate (2024) ²¹	+58 800
Number of emigrants ²²	2024 → 229 180 2022 → 201 076

Romania is among the top 20 countries in the world with the highest emigration rates. With over 4 million Romanians living outside the country, Romania ranks 17th among the countries of origin of migration worldwide, according to the Global Migration Report 2022. While migration decisions depend on individual circumstances, these figures suggest a relatively high willingness among Romanian professionals to consider employment opportunities abroad.

KEY DESTINATIONS LITHUANIA IS COMPETING WITH (TOP - 5)



Germany



Spain



Italy



Austria



The Netherlands

²⁰ National Institute of Statistics - Romania, "Domain: Population", 29 August 2025.
²¹ Europa Liberă România, "Ce Spun Cele Mai Recente Date de la Statistică: Sunt Mai Mulți Imigranți Decât Români Care Au Emigrat, Dar E o Îmbătrânire Accentuată", 30 August 2025.
²² OECD, "International Migration Outlook 2025", 2025.

