

Exim Banca Romaneasca finances development of Sophia group in Iasi with 5.2 million RON

Exim Banca Romaneasca granted the Sophia group of companies from northeastern Iasi a total amount of financing of 5.2 million RON under the SME Invest program, the bank informs in a press release.

The funds supported the investment in a new headquarters in Iasi that includes the warehouses, the textile factory, the showroom and the office area, in the context of the accelerated expansion of the store network.

The Sophia brand was founded in 2004 by Anamaria Stefan Georgescu from the desire to create a unique business concept in Romania: the expansion of a network of franchises at national and international level in the field of interior decoration, which offers custom-made products and consultancy, with focus on luxury curtains and drapes. In 2005, the company opened the first franchise store, and currently, the brand has a network of 30 franchises in Romania and one in Miami, United States of America, as well as distributors in major cities around the world.

In addition to trade, an important part of the company's activity consists in making custom-made textile decorations: curtains, bed covers, tablecloths, etc., in the three creative workshops in Bucharest, Iasi and Motca. Each product is customized according to customer requirements, so the company's portfolio includes projects for both private homes and HoReCa - such as hotels in Cassis (Les Roches Blanches) in France, or castles in the province of Languedoc, such as Chateau Saint Pierre de Serjac, and cultural institutions - the Union Museum in Iasi, the Alexandru Ioan Cuza Palace in Ruginoasa, the Mihail Kogalniceanu Museum, the Vasile Alecsandri National Theater in Iasi, the Regina Maria Museum or the Romanian Athenaeum.

Exim Banca Româneasca, a 100% Romanian universal bank in the top 10 largest credit institutions by assets, operates a national distribution network of 83 branches and 26 Business Centers, the latter being dedicated exclusively to companies.