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OPPORTUNITY OF CONSTRUCTING A CARGO TERMINAL – CASE STUDY BRAȘOV INTERNATIONAL AIRPORT, ROMANIA*

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Abstract

Air transport and especially air cargo transport became ever more important during the last 25 years, with a significant impact upon economic development. Air cargo transport supports regional economic development, provided there is sufficient local demand for its services. In our study, we have identified significant elements of the impact a cargo terminal at the International Brașov-Ghimbav Airport would have upon local economic development. For this purpose, we have conducted a quantitative market research. We have reached the conclusion that constructing a cargo terminal at the Brașov-Ghimbav Airport is a necessary investment in the current economic context, with an important contribution to the economic development of its surrounding counties. The positive results registered in our study could contribute to improving the economic and financial prospects of Brașov-Ghimbav Airport and attract investors in this project.

Keywords: sustainable development, airport cargo terminal, marketing research, efficient transport, contribution to economic growth.

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1. Introduction

The process of globalization (Kherbasha and Mocan, 2015) and time-based competition determined emphasis on minimizing the time required for transportation. 'The new economy products (typically small, light, compact, high value-to-weight parts, components and assembled products) are increasingly shipped internationally by air in a fast and flexible manner' (Kasarda and Sullivan, 2006); thus in the framework of globalization, demand for air travel is expected to grow significantly (Limlomwongse Suksmith and Nitivattananon, 2015). 'Among other things, globalization means a growing interpenetration of economies, a larger variety of products and services available for any customer of the world and a shorter product life cycle. All this emphasize the need for a higher mobility all over the world. As a result, the transport sector has become vital for the economic growth in the age of globalization' (Nauru and Toma, 2007).

A main factor substantiating the airport, respectively the decision to construct the cargo terminal, is the local demand for its services, influenced in its turn by surrounding area's economic activities and number of population (Maertens *et al.*, 2014). In the same time, efficiency of logistical operations still offers a lot of room for improvement (Kalantari and Sternberg, 2009). According to their research, empty haulage rates of transport vehicles are between 40% and 60% at the European level; in other words, each transport vehicle runs 50% empty during its working time (Centre for Environment Education, 2007).

Some key benefits of building the cargo terminal in Brașov include contribution to economic growth, offering new jobs (hence reduction of unemployment), safety and rapidity in freight transport, development opportunities for regional companies, and county development by providing transportation facilities (new transport solutions). Cargo terminal is a major advantage for regional economy as surrounding counties' economy becomes increasingly globalized, connected to international markets. Besides all these advantages, Brașov city is a polarizing traffic center for Brașov, Mureș, Harghita, Covasna and Sibiu counties (considering rail and road traffic intensity), and it is located along a European corridor of circulation.

At the national level, currently we have 16 airports of which Bucharest (Henri Coandă), Timișoara, Arad, Constanța and Cluj have cargo terminals or cargo processing facilities (Ministry of Transportation, 2011). In Romania, the air cargo transportation is increasing continuously: in 2010, 26,000 tons were carried, in 2011 – 27,000 tons, in 2012 – 29,000 tons, whereas in 2013 it reached 32,000 tons (National Institute of Statistics, 2014). We can notice that the biggest increase in the air cargo transportation, on a chain year-to-year basis, happened in 2013 as compared to 2012, as it increased with more than 10%.

Brașov region has a privileged and strategic position from the economic, tourist, climate and geographical perspectives (it is located in the center of the country, with a maximum distance of 450 km to all corners of the country). As such, Brașov has a

high touristic and commercial potential, which is still waiting to be exploited. The construction of an airport in Brașov was much discussed and analyzed since 2009, its necessity and usefulness being presented in the Bulletin of AGIR (The General Association of Engineers in Romania). The article 'Brașov Airport, the objective in program macroeconomic policy spatial and urban planning. Estimates of the effects of achieving Brașov Airport on economic development, social mobility and quality of life of Brașov County' highlights the effects the airport could have upon economic development and social life in Brașov County and its surroundings.

First studies concerning the building of an airport were made in 1993, according to Brașov County Development Strategy posted on the official website of the Brașov County Council. According to Tomescu (2009), the main arguments in favor of building the airport are the increasing share of air transportation into the overall transportation (of about 10% and growing at a pace of 3 to 12% each year), smaller cities have already functional airports, and the catalyst factor for the important industrial and touristic potential. In the same article, the author performed preliminary estimates on air traffic passenger and freight. For the incipient years of the airport he estimated a traffic of about 170,000-180,000 passengers per year and an air freight traffic of around 100-120 tons (Tomescu, 2009).

The project of building a cargo terminal at Brașov Airport has involved five public authorities, Brașov County Council, Ghimbav Local City Council, Brașov Local City Council, Covasna County Council and Harghita County Council, which constituted the Board of Directors of International Airport Brașov – Ghimbav company (AIBG). Moreover, Brașov Development Agency has expressed its willingness to contribute to the project. Local authorities consider Brașov International Airport as a priority for the development of regional transportation infrastructure, as evidenced by the Development Strategy in the Central Region 2014-2020 (Ministry of Regional Development and Public Administration, 2013).

According to a 2007 study made by Mott MacDonald, in the first year of operation, Brașov airport was estimated to have a traffic of 300,000 passengers, growing gradually to one million passengers after eight years of operations (Itu, 2014). A more recent research conducted by KPMG Company has estimated a traffic starting with 540,000 passengers in the first year of operations, growing up to around 860,000 passengers per year in 24 years of operation (Dincă, 2014). The research was realized by the consulting and audit KPMG Company at the request of the Brașov County Council (Itu, 2014). Based on the results of the KPMG study, Brașov County Council has commissioned the Faculty of Economics and Business Administration from Transilvania University of Brasov to conduct a market study concerning the opportunity of introducing the air cargo transport at the Ghimbav International Airport.

Based on the above considerations, we have conducted our research. The question that this study aimed to answer to was: What would be the impact of constructing a cargo terminal at Brașov Airport upon regional economic development based on companies' perception?

The paper is organized as follows: Section 2 presents the Conceptual framework, followed by Section 3 where objectives and methodology are described. The paper continues with section 4, which presents results and discussions. Section 5 provides a summary and some conclusions and recommendations.

2. Conceptual framework – Airports' role in the economic development of a region

The official opinion resulting from European Union's transport researches is that transport connects countries and facilitates economic growth (Nae, 2008). Aviation is one of the most rapidly developing industries in the world and a dynamic transportation method. Airports are part of the contemporary society and an important part of society's demand for mobility (Oto *et al.*, 2012).

Air cargo services allow nations, regardless of their location, to establish fast, safe and efficient connections with remote markets and global supply chains. Therefore, in this fast logistics era, the nations with well-developed cargo connections have a competitive advantage against nations without these capacities, from both commerce and production points of view (Kasarda and Green, 2005).

Several specialists have studied the domain of cargo airport and its involvement in the economic development recently. The economic implications of air cargo transport refer to manufacturing outsourcing to other countries and production links for both multinational and smaller enterprises (Morell, 2011). A proper example is the article 'The Role of Road Transport in Scheduled Air Cargo Networks' (Heinitz *et al.*, 2013) which highlights that airfreight services are vital to the supply chains of a globalized economy. The fact that air cargo is a key element of the global supply chain is supported by Morell, in the book entitled 'Moving Boxes by Air: The Economics of International Air Cargo' (Morell, 2011). As such, transportation is an integral and important part of any development strategy. The greatest challenge is to develop a socially and environmentally sustainable transportation system (Button and Nijkamp, 1997). Therefore, in order to ensure efficiency, the transport planning process requires information on the dimensions of time and volume (Ross, 2004).

Another important article explaining how air cargo determines economic development is 'Air Cargo, Liberalization, and Economic Development' (Kasarda and Sullivan, 2006). In this article, the authors highlight the lead role air cargo plays in trade growth, foreign direct investment and GDP, and how this role is influenced by air liberalization, customs quality and corruption. To explain the role of air cargo in GDP, they illustrated the case of United States. In this country, between 1992 and 2002 GDP expanded by 38%, trade by 57% and air cargo volumes by 83%, in constant 2000 US$ (Kasarda and Sullivan, 2006). According to the paper 'Airports as Poles of Economic Development' presented at an European Conference in Brussels, there are four types of economic impacts an airport has upon a certain region, respectively direct, indirect, induced and catalytic. In addition, the paper states that airports have a profound impact on each region. The main impact is employment increase, expressed

by the number of jobs. As well, regional airports attract foreign direct investment and increase region's connectivity (Calero, 2012). Studies show there are more Foreign Direct Investments in countries where multinational companies have access to the major international airports (Arauzo-Carod *et al.*, 2010). The air cargo's economic impact can be contingent upon numerous factors, including country's overall logistics infrastructure, as well as the broader commercial and policy environment in which the air cargo industry operates (Doganis, 2001). Another paper describes that in most cases, economic activity and air transport are strongly correlated, as proven by specialists. In the case of European countries, there is a link between GDP increase and international air transportation (Maertens *et al.*, 2014). Despite this fact, the greatest difficulty of developing countries is to assure a volume of traffic to attract air companies that can provide a good flight frequency and competitive prices. This is essential, taking into consideration that some small products are currently transported with passenger aircrafts (The International Bank for Reconstruction and Development, The World Bank, 2009).

In another study concerning cargo air transport, the author shows that the economic impacts of air cargo are employment creation, total revenues brought to local businesses, and contributions to the gross domestic product (GDP) of an area. As such, the economic effect of an airport's cargo operations can reach the community through four principal channels (Balducci *et al.*, 2014):

- The effects of the activities taking place at the airport;
- The activities that happen off-airport;
- Creating employment; and
- Development of business environment of a region.

As indicated by Crockatt and Ogston (2000), the airport infrastructure can be considered as an instrument for regional economic development. In addition, this article highlights two economic impacts that airport has, namely employment and income generation. The same authors show that besides direct employment generated by the airport there is indirect employment associated with activities that support the airport and businesses whose existence depends on the airport.

An efficient and well-connected transportation system can improve a country's attractiveness for foreign tourists, contributing in this way to an additional economic development and new job creation (Button and Lall, 1999). An airport can create economic and social value in two ways: as a business activity and by creating the necessary infrastructure for regional economic development (Fasone *et al.*, 2012).

Even though the economic impact of a cargo terminal is high, we cannot forget that the cost of cargo air transportation is quite high in relation to other modes of transportation. This is why air cargo is frequently used for delivering high value, short delivery time products (Balducci *et al.*, 2014).

Therefore, on the long term, air transport will give access to new markets offering fast and safe transport services. It will also support production activities, especially the fast delivery of samples and high value critical components. In conclusion, air

transportation will have a major importance, in supporting reverse logistics, the repair of electronic products and first class consumer goods (Public-Private Infrastructure Advisory Facility, 2009).

3. Objectives and methodology

Our research comprises three distinct steps – market research, estimation of traffic volume and estimation of business turnover. The paper aims to identify the impact of building a cargo terminal at the International Brașov Airport upon local economic development, using the results of a market research. In order to conduct the investigation and achieve our aim, the market research pursued the following objectives:

1. To identify respondents' opinions regarding air cargo transport;
2. To identify respondents' intentions regarding the use of air cargo transport services;
3. To identify flight routes with the highest demand in the transportation process of goods;
4. To obtain respondents' opinions regarding air cargo traffic estimation; and
5. To estimate cargo traffic's effects upon involved companies' sales turnover increase.

All these objectives will clarify the possible volume of air transported cargo, helping us to determine its impact upon local economic development. With this purpose, we have carried out a survey on the Business-to-Business market, collecting primary data using a personal direct (face-to-face) interview. The sampling method used in the research was multistage probability sampling. The method used for data collection comprised a face-to-face interview carried out based on a questionnaire. The target was the potential companies bound to use prospective air cargo transport. The sample comprised 111 companies, respectively 80 from Brașov County, 23 from Covasna County, and 8 from Harghita County.

The market research aimed at gathering as much information as possible from the companies regarding their opinions about cargo transportation services. The interviews were held at the company's headquarters in the above-mentioned areas, and the respondents were part of the top management at the questioned companies. The study was carried out in May and June 2014. The time necessary to conduct each interview was approximately 60 minutes.

For the second step, we have forecasted the amount of cargo transport, and for this we have considered airport's coverage area, represented by the distance covered by an automobile from the airport in 60, respectively 90 minutes, with the maximum allowed speed limit, according to each road category. In this way, it was possible to determine the geographical dimension included in future airport's coverage area.

The estimation of cargo transport quantity was based on the correlation between the volume of merchandise (in kg/year) the companies would be willing to transport by air cargo from the future airport at Brașov-Ghimbav and the air cargo traffic's yearly growth rate, established by Airports Council International. The estimation of

merchandise quantity to be transported via cargo services was calculated for two areas: 60 minutes, respectively 90 minutes, taking into consideration three scenarios (the basic scenario, the optimistic and the pessimistic scenario) in case of each analysis. The optimistic scenario stands as not all the relevant companies were included in the sample, possibly contributing to a faster increase of transported volume. The pessimistic scenario represents the case in which the Brașov-Ghimbav cargo terminal will not be able to satisfy the transport needs of all companies, in which case evolution of transported goods' quantity will be slower.

In the third step, we have considered economic growth forecasts for the next 20 years together with this research results to perform a comparative analysis regarding the sales turnover evolution due to forecasted economic growth respectively the one due to Brașov-Ghimbav airport cargo terminal. The managers of interviewed companies expect, as a result of constructing and optimizing the Brașov-Ghimbav cargo terminal, a yearly turnover increase of at least 3%. The forecasts regarding economic growth for the 2014-2034 period were obtained from the National Statistics Institute. Two basic scenarios were created, namely, one in which the Brașov-Ghimbav airport would not be constructed, in which case turnover increase was based only on the forecasted economic growth, and a second scenario, in which the airport will be constructed and will be functional starting with 2017, directly contributing to turnover increase together with the forecasted economic growth. As basis for calculation, the values were estimated in case of a company with current sales turnover of 8,000,000 Euro. This value was chosen because most of the turnover of the interviewed companies was close to this value.

4. Results and discussion

According to the research, the most frequently used method by the interviewed companies to transport goods is road transportation, having a share of 52% of the transportation methods of these companies. This method is followed by air transportation, used by 17% of the respondents. Despite being the most popular transportation method, there were mentioned several disadvantages of road transportation, such as delays (as main problem), legislative issues, damage of transported goods, bad infrastructure, merchandise went missing or stolen, technical problems, blockages, customs' strikes, and accidents. Because of these reasons, 31% of the companies have already taken into consideration the option of air transportation. In the case of the existence of a cargo terminal at the Brașov-Ghimbav airport, most of the respondents would be interested to use it for transporting their merchandise. As such, 57% of the respondents would like to use future Brașov-Ghimbav airport cargo terminal, where 43% gave a categorically positive response, and 14% declared they would probably use this service.

Air transport is preferred for the safety, protection from damaging the goods, proximity, flexibility, comfort, and above all, the possibility to receive small packages in short time intervals, the possibility to deposit the products at the airport, eliminating the problems related to road transport, resulting in some cases even lower costs.

Three managers stated firmly that the construction of the airport close to their headquarters is one of the main reasons for which they would use air cargo transport.

The existence of an airport at Brașov-Ghimbav would also allow a faster and a more efficient way to solve emergencies, special supplying situations, deliver missing counterparts or service products. The results are presented in Figure 1 below.

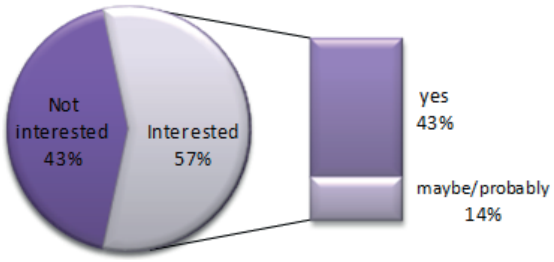

Figure 1: The intention of using Cargo services at Brașov International Airport

According to respondents, the most frequently mentioned cargo destination at the Brașov-Ghimbav airport is Germany (36 companies), followed by Italy (23 companies), Hungary and France.

Based on the research, we have identified that 53% of the companies intending to use the cargo terminal at Brașov-Ghimbav airport were SMEs with a turnover lower than 8 million Euros in 2013, while 39% of the companies that wished to use the airport were large companies, with turnover in excess of 8 million Euros. The situation is described in Figure 2 below.

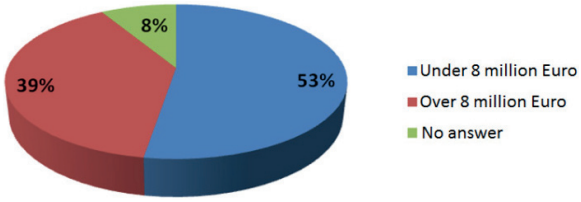

Figure 2: Sales turnover distribution of the companies interested in using Brașov-Ghimbav airport cargo terminal

With regard to the correlation between the intention of using Brașov-Ghimbav airport cargo terminal and development plans of interviewed companies, we found that 55 of them have plans to extend in the future. Many companies wished to extend their activities to European Union's countries, more exactly 21% of them, 8% stated that they intended to develop their activity in Brașov, while other 8% stated only that they had plans to develop, without giving any further details. Only 6% of the interviewed companies wished to simply increase their turnover. All the other answers accounted for less than 5%. This analysis brings into discussion the need to correlate the intention of using the air cargo transport with the type of products the respective companies are currently manufacturing and/or marketing. This implies identifying those product categories for which there is a high probability to be transported by

air transport in the future. In Figure 3 below, we show the main product categories, which will be air-transported, and the share of each typology in total.

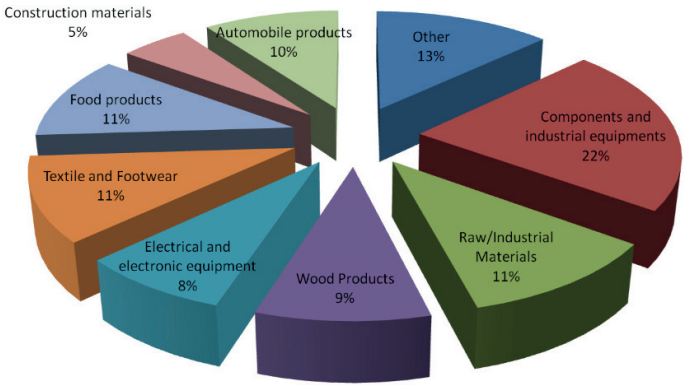

Figure 3: Product types subject to air transport

According to Figure 3 we can notice that industrial equipment and components (agricultural equipment, metal cabinets, engines and lifting installations) hold the greatest share, of 22%. Equal weights of approximately 11% have raw/industrial materials (chemicals, oils, dyes, paint, adhesives, sprays, protective materials), textile and footwear (work equipment – overalls, aprons, caps, hats, gloves; sports articles, disposable equipment, street clothes – pants, decorative items – tablecloths and decorative pillows, textile bags, flags), and food products (meat and meat products, dairy products, edible oils, fats, vegetables, potato chips, seeds, snacks, breads and pastries, yeast, flavor enhancers). The automobile products and accessories (10%), wood products (9%), electrical and electronic equipment (10%) also hold significant weights. Other types of products for which the Brașov-Ghimbav airport might also be used (with a small share nonetheless) are aircraft components, dangerous goods, software, water filters, samples, plastics, sanitary items and ceramics.

Based on the obtained results, we have estimated the volume of air transport for the next 15-year period. In the case of this estimation, we have included in the area of 60 minutes the companies from Brașov and Covasna counties. In the basic scenario-case, in the first 5 years the volume of transported products will increase by 0.6% per year, compared to the year 0. In the next 5 years, the yearly growth rate is 0.42%, while in the last 5 years the annual estimated growth rate is of 0.21%. As such, in the basic scenario, for the 60 minutes area, the volume of transported goods is of 110,033.64 kg in year 0, 176,053.84 kg after 5 years, 249,996.46 kg in the year 10, and reaching 302,495.76 kg after 15 years.

In case of the optimistic scenario, the volume of transported products increases by 0.8% per year, in the first 5 years, compared to year 0. For the next 5 years, the annual growth is 0.56% while in the last 5 years the estimated annual growth will be of 0.32%. As a result, we obtained for the 60 minutes area the volume of transported

goods is 110,033.64 kg in the year 0, 198,060.54 kg after 5 years, 308,974.45 kg in the year 10, respectively 407,846.27 kg after 15 years. The final scenario is the pessimistic one, offering yearly growth rates for the three mentioned 5 years periods of 0.3%, 0.21%, respectively of 0.105%.

The estimated evolution of the transported goods for the 60 minutes area is in this case of 110,033.64 kg in the year 0, 143,043.72 kg after 5 years, 173,082.90 kg in year 10, respectively 191,256.61 kg after 15 years. The situation is described in Figure 4 below.

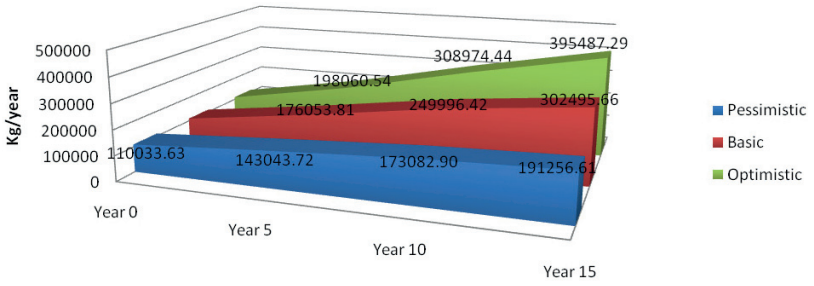

Figure 4: Estimated transported quantity for the 60-minutes area

For the 90-minutes area, we have added Harghita County to the analysis. Therefore, the annual growth rates of the transported quantities for the three periods of 5, 10 and respectively 15 years, are 0.6%, 0.42%, respectively 0.21% for the basic scenario, 0.8%, 0.56%, respectively 0.32% for the optimistic scenario, and 0.3%, 0.21% respectively 0.105% for the pessimistic scenario.

The estimated levels of transported goods in the case of the basic scenario are of 110,854.43 kg in the year 0, 177,367.09 kg after 5 years, 251,861.27 kg in the year 10, respectively 304,752.14 kg after 15 years. In the optimistic scenario, the estimated levels of transported goods are of 110,854.43 kg in year 0, 199,537.98 kg after 5 years, 311,279.25 kg in the year 10, respectively 410,888.61 kg after 15 years. In the pessimistic scenario, the estimated levels of transported goods are of 110,854.43 kg in the year 0, 144,110.76 kg after 5 years, 174,374.02 kg in year 10, respectively 192,683.3 kg after 15 years. The results are presented in Figure 5 below.

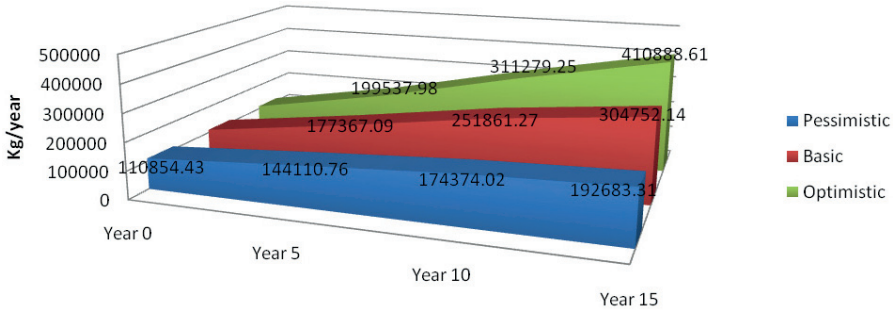

Figure 5: Estimated transported quantity – for the 90 minutes area

Taking into consideration the interest shown by the majority of the interviewed companies towards the airport project, especially for the cargo transport, we have also tried to estimate the project benefits for the companies' economic activity, namely for their turnover. To this end, for the given period of 2014 to 2034, we have presented two sets of values for the companies' turnover, respectively one due to the estimated economic growth and second one for turnover's evolution as a result of creating Brașov-Ghimbav airport's cargo component. The situation is shown in Figure 6 below.

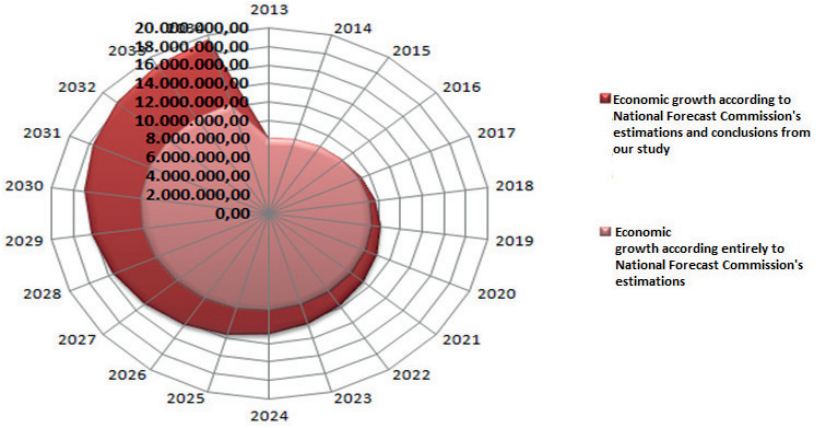

Figure 6: Estimating sales turnover for two possible scenarios

The benefits of using the Brașov-Ghimbav cargo terminal become significant starting with 2017, with the growth of turnover in the airport scenario exceeding significantly the growth available in the without-airport scenario. According to Figure 6, we can notice that after 20 years, in the airport scenario, the turnover of a medium sized company will grow from 8 million Euros in 2013 to 19.48 million Euros in 2034, compared to the scenario in which the airport will not be constructed, when the turnover of 2034 will be of only 12.14 million Euros.

Accordingly, we can state that Brașov-Ghimbav airport will be an economic growth engine to many regional companies and an important tool for attracting new local and foreign investors.

For a better representation of Romanian cargo transport volume's situation, we have shown below a comparative analysis of Bucharest Henri Coandă and Traian Vuia Timișoara Airports. The market for cargo air transport in our country, although it does not display yet significant volumes, records a positive trend.

The cargo operators of Bucharest Henri Coandă Airport are Turkish Airlines Cargo Import, Export Cargo Turkish Airlines Bucharest International Cargo Centre SABICC, Swiss International Air Lines – Swiss World Cargo. At Traian Vuia Timișoara Airport we see ABC Air Hungary, Bridges, Farnair, and Tarom Cargo. The cargo terminal of Traian Vuia Timișoara airport has an area of 1,250 sqm of warehouses and 200 square meters of office areas. The handset is also the dry storage, processing

equipment parcel, special equipment Cargo handling. In Table 1 below, we have performed a comparative analysis of Bucharest Henri Coandă and Traian Vuia Timișoara Airports regarding the evolution of cargo transport volume.

Table 1: Comparative analysis Bucharest Henri Coandă and Traian Vuia Timișoara Airports regarding cargo transport volume

Year	Cargo transport evolution (tons)					
	Bucharest Henri Coandă Airport			Traian Vuia Timișoara Airport		
	Values	Index (n+1)/n	Index 12/05	Values	Index (n+1)/n	Index 12/05
2005	17114	1.00		800	1.00	
2006	18784	1.10		787	0.98	
2007	17350	0.92		808	1.03	
2008	22100	1.27		986	1.22	
2009	21184	0.96		1053	1.07	
2010	22988	1.09		1378	1.31	
2011	24134	1.05		1295	0.94	
2012	26242	1.09	1.53	1441	1.1	1.80

Source: Analysis based on data provided by National Institute of Statistics Romania

As seen from the data presented, the evolution of cargo transport for the period 2005-2012 recorded an upward trend, recording increases almost every year for both airports. We see that Timișoara airport has a faster overall increase (80%) compared to 53% the increase for Bucharest Henri Coandă airport, although some of this is due to the base effect. Still, in 2012 Timișoara Airport accounted for only 5.5% of the cargo volumes processed by Henri Coandă Bucharest Airport. Both airports experienced only two years of decreasing volumes, 2007 and 2009 for Bucharest Henri Coandă, respectively 2006 and 2011 for Traian Vuia Timișoara Airport.

5. Conclusions

In the current globalization process, goods are moving around the world much more frequently than in the past. Therefore, the need for higher mobility requires competitive transport modes and proper transport services. The development of transport sector is instrumental for the world economic growth.

The construction of an international airport in Brașov, including a cargo terminal, is an opportunity to support local economic growth and a major challenge for local authorities, which consider this project a priority for regional transport infrastructure development.

As evidenced by this article, the main role of air cargo is the development of trade, foreign direct investment and GDP. Air cargo and its role can be influenced by air liberalization, customs' quality and corruption.

This project involves five public authorities – Brasov County Council, Ghimbav Local City Council, Brasov Local City Council, Covasna County Council and Harghita County Council. They are represented on the Board of Directors of the company "Airport Brasov - Ghimbav International" (AIBG), along with Intelcan Canadian

corporation as a shareholder. First studies regarding the development of an airport were made in 1993, according to Brasov County Development Strategy posted on the official website of the Brasov County Council (Official website of the Brasov County Council).

Moreover, the Brasov County Development Agency is also interested in building an airport in Brasov. The Agency has recently accomplished a supporting campaign for building the International Airport Brasov Ghimbav (Official website of the Development Agency of Brasov County).

The local authorities consider Brasov International Airport as a priority for the development of transport infrastructure, as evidenced by the Development Strategy in Central Region 2014-2020 (Ministry of Regional Development and Public Administration, 2013).

The results obtained from the quantitative research allow us to conclude that most often respondents use road transport. Germany is on top of import-export destinations, followed by Italy, France and Spain. Based on the study, 57% of the respondents would be interested in the future use of the cargo terminal at the Brașov-Ghimbav airport, especially for emergency situations. One of the reasons for which the companies would like to use the Brașov-Ghimbav airport's cargo transport services is the need of rapid delivery for various products, aiming to satisfy clients' demands.

In order to estimate the quantity of goods that will be transported through the Brașov-Ghimbav cargo terminal we have built three scenarios and two areas of analysis. According to the basic scenario, the annual estimated quantity to be transported after 15 years of cargo terminal activity will be 302,495.76 kg in case of a 60-minutes' area and 304,752.14 kg in case of a 90-minutes' area. The optimistic scenario estimates an annual volume of 407,846.27 kg after 15 years of activity for the 60-minutes' area and 410,888.61 kg for the 90-minutes' area. According to the pessimistic scenario, the annual estimated quantity transported after 15 years of cargo terminal activity will be of 191,256.61 kg in case of the 60-minutes' area and of 192,683.31 kg in case of a 90-minutes' area.

The construction of the cargo terminal will most likely have a positive impact upon the sales revenues of researched area's companies. The economic benefits of using Brașov-Ghimbav airport's cargo terminal would become significant starting with 2017, with the turnover growth in the airport-construction's scenario significantly exceeding the growth available in the without-airport scenario. After 20 years, in case of building the cargo terminal, companies' turnover will increase by approximately 60% compared to the scenario in which it will not be built. With the cargo terminal the companies will have the possibility to offer products better adapted to customers' needs, faster distribution services and become more competitive, thanks to a better use of existing production capacities and increased customer satisfaction. In conclusion, the airport can be a great help for companies with import-export activities, assisting them in achieving their transport related objectives, simplifying the logistic chain and reducing the transit period.

Having in mind that the possible introduction of air cargo services at the Brașov-Ghimbav International Airport generated positive responses and results, our study can contribute to enhancing the attractiveness of the Brașov-Ghimbav International Airport project, for both institutional and private investors.

The construction of a cargo terminal at Brașov airport would support regional development in the context of Romania's integration into the European economic area and the development of connections between regions and countries of the world (Tomescu, 2009).

The results of all airport-related studies have generated important decisions at Brașov county level, such as the new partnership between the Braşov County Council and Brașov City Hall.

According to the data posted on the website of Brașov City Hall, this partnership is the first step on the road to creating a commercial company, with its major shareholders Brașov County Council and Brașov City Hall, without excluding the other regional municipalities and county councils interested in this investment. The financing needed for the completion of the airport will be secured by the Brașov City Hall, which will borrow the amount required (website of Brasov City, 2016).

Considering that Brașov area's GDP and industry turnover have grown faster than average values for Romania in the last 5 years (INSSE, 2016), we consider that the construction of a cargo terminal at Brașov-Ghimbav Airport could contribute to economic growth for Brașov County and Center Region.

The airport will have an important contribution to the sustainable development of Brașov, Covasna and Harghita counties, especially from the economic point of view.

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