

• BUCHAREST DELIVERY HUB BRIEF

Your Next Engineering Hub Is in Bucharest.

For US companies evaluating a strategic technology center, from Fortune 500 enterprises to fast-scaling startups, Bucharest offers EU-grade engineering depth, proven delivery discipline, and a cost base that changes what your budget can support. Coefficient designs, staffs, and stands up these hubs end to end, from the operating model down to the first hire.

200,000+

Software engineers and ICT specialists nationwide, among the largest talent pools in Eastern Europe

40–55%

Lower senior engineering cost vs. equivalent US-based talent

16%

Flat corporate tax rate, below the Western European average

2007

EU member since. GDPR-native, zero data-transfer friction

€21.4B

Romania's National Recovery Plan, with digital transformation a funded priority

Why Bucharest

- A deep, renewing talent base

Politehnica University of Bucharest and the city's other technical universities feed a national pipeline into a pool of 200,000+ engineers, with Bucharest the country's largest and highest-revenue tech hub.
- A structural cost advantage

Senior engineers in Bucharest run 40 to 55 percent below equivalent US cost, without stepping outside the EU regulatory and quality framework.
- A working day that overlaps

Eastern European Time covers the tail end of the US East Coast morning and the entire Western European business day.
- Governance without the workaround

EU membership since 2007 means GDPR compliance is the default, not a bolt-on. No Standard Contractual Clauses, no adequacy gymnastics.
- Momentum backed by the state

Romania's National Recovery and Resilience Plan carries a total allocation of roughly €21.4 billion, with digital transformation funded as a core pillar through 2027.
- Built to scale in both directions

The delivery model behind a 600-person enterprise hub works the same way for a lean startup team of 5 to 15: senior EU engineering talent, without the Fortune 500 timeline or price tag.

Proven at Scale

Oracle

SINCE EARLY 2000s

Active in Bucharest for more than two decades. Grown into one of Oracle's largest subsidiaries in the EMEA region, spread across multiple office towers in the city.

“We never imagined that we would reach almost 3,000 employees.”

— Safra Catz, then Oracle President & CFO

Top-5 Oracle subsidiary worldwide by headcount

Amazon

SINCE 2017 IN BUCHAREST

Opened a dedicated engineering center building core AWS compute platforms, including EC2, Firecracker, and Nitro Enclaves, plus Alexa's speech and language systems. Frontier engineering, not back-office support.

“...the building blocks that are the foundation of AWS.”

— Chris Schlaeger, Director of Software Development, AWS

Romania operations since 2005

Alchemy

SINCE OCT 2025

The Web3 infrastructure platform behind more than 70% of the world's decentralized applications acquired Bucharest-based Bware Labs and opened a dedicated engineering hub here, putting Romanian engineers alongside its San Francisco and New York teams.

“Bucharest is now an important hub for our global innovation.”

— Nikil Viswanathan, Founder & CEO, Alchemy

Fast-scaling Web3 native, not legacy enterprise

They're joined by **Microsoft**, **Adobe**, and **UiPath**, which was founded in Bucharest, on the enterprise side, and by a growing Web3-native cluster including **MultiversX**. Bucharest works at both ends of the company-stage spectrum, not just one.

Built by Coefficient. Delivered at Fortune 500 standard.

Coefficient has already built what this brief describes. We stood up a 600+ person technology hub in Romania for a Fortune 500 financial services company, replacing two Tier-1 vendors and generating \$62M in annual cost savings. That build is one of 12 Global Capability Centers our senior team has delivered combined, across \$500M+ in realized client savings. The lever behind it is operating model redesign, not headcount: pair the right delivery model with AI-enabled engineering, and a lean team does what used to take a much larger one. Growth-stage companies get that same model, sized to an early-stage budget and timeline.

GET THE FULL PICTURE

Let's talk about what a Bucharest hub could do for your organization.

Contact Us →

coefficient-group.com
+1 724-344-6284 · linkedin.com/company/the-coefficient-group