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Companies bet on electronic commerce

By: Tudor Mircea | Date: 2004-07-21

US-based Dotcommerce recently started a local branch with an investment of 2.2 million USD.

The company is involved in electronic commerce and officials say the potential for business in Romania is considerable. This move comes on the heels of Gecad's launch of the 'E-payment' solution last week, and companies now say they're interested in the introduction of e-commerce and e-payment systems in Romania.

Although experts estimate Romania's e-commerce market at around half a million Euro for last year, Madalin Matica, Dotcommerce Romania country manager, says the potential exists but there are a few issues to be solved.

"One of them is the lack of information. People don't know about e-commerce. The other one is that businessmen ignore its possibilities," Matica said.

In spite these issues, the company invested 2.2 million Euro in the trade, to purchase computers and network equipment, and put 1.8 million USD in bringing the Dotassure e-commerce gateway in Romania. The company also invested in the safety of its transactions through the use of digital certificates issued by Geo Trust and the 12

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