



Primăria municipiului
Târgu Mureș
Marosvásárhely
Polgármesteri hivatala

Târgu Mureș, Marosvásárhely, Neumarkt am Mieresch.

The City of Roses is a multilingual city in the centre of Transylvania, a regional medical and academic hub, and home to international companies from Germany, Switzerland and Austria.



Urban Light Industrial Park

A compact business and production campus inside the city. Built for SMEs in light manufacturing, engineering, technology and service-based production.

SME

primary occupier

500 - 3 000m²

indicative unit range

Light

industrial profile

Urban

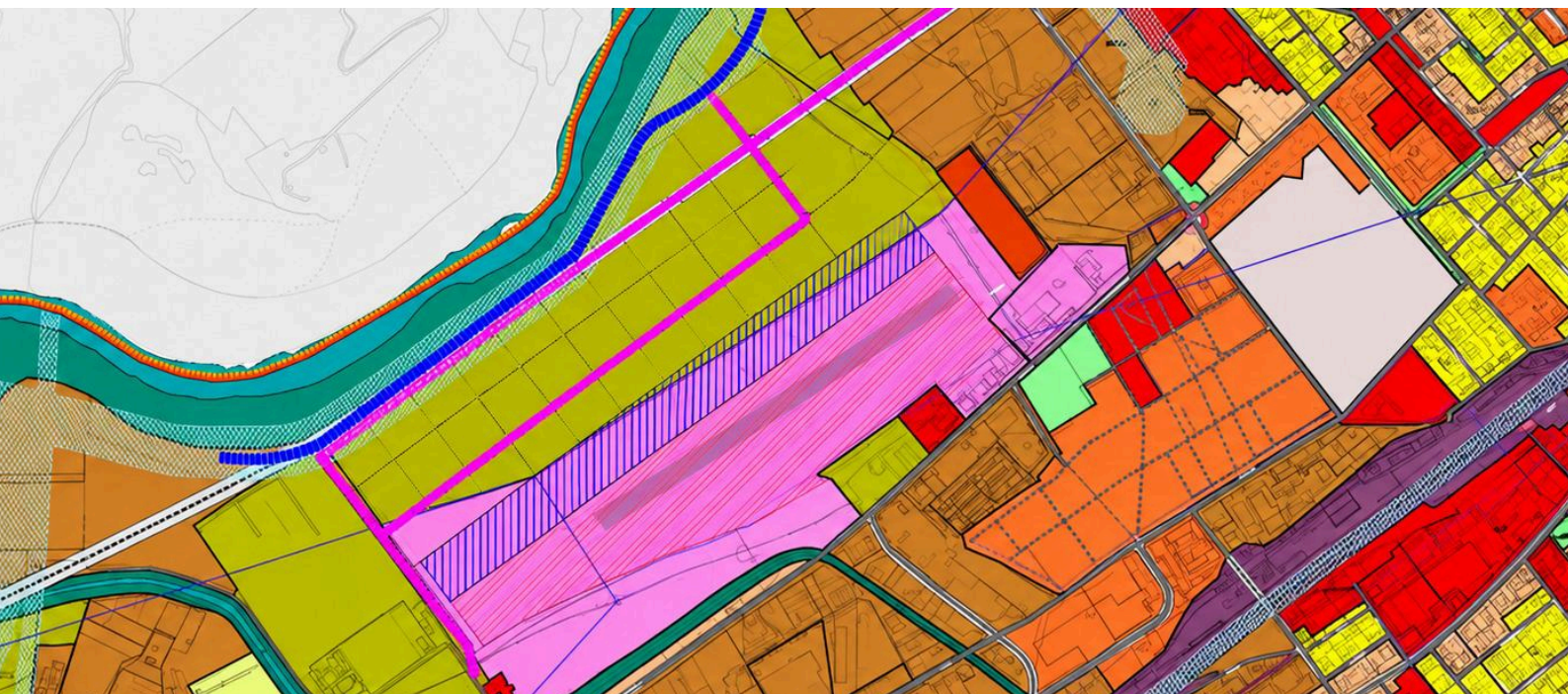
city-integrated model

The park offers production space close to the city. It suits companies with tens of employees, moderate freight volumes and a market in the metropolitan area. Heavy industry is excluded.

Target occupiers

- Medical and lab technology: devices, diagnostics, lab equipment
- Electronics: assembly, testing, controls
- Engineering: precision work, prototyping, automation
- Creative production: furniture, interiors, print, fabrication
- Food craft: specialty production, packaging, cold rooms
- Urban services: maintenance, e-commerce, last-mile support

High-emission, high-noise, hazardous and HGV-intensive uses are excluded or controlled.



Small Business Unit model

- Each unit combines office or showroom, workshop or production, and storage or service space at one address.
- Indicative module: 500–1,000 m². Modules combine for occupiers of 1,500–3,000+ m².
- Adjacent modules connect, so a company can grow without relocating.
- Utilities, fire strategy, access and common infrastructure are planned at park level.
- Shared services: security, meeting rooms, waste points, EV charging, digital park management.

Masterplan and operations

- Office and showroom frontage faces the street. Operations and service courts sit at the rear.
- Customer and employee movement is separated from service access.
- Solar-ready roofs, heat pumps and an all-electric option.
- Permeable surfaces and stormwater retention.
- Cycling, public transport, EV charging and compact parking.
- Access control, smart meters and GIS/BIM asset management.

Investment model

- Lease of modular units
- Sale of units, where legally and technically suitable
- Build-to-suit for identified occupiers
- Park services: management, energy, meeting and shared operations

Status: investor concept, 2026. Final parameters depend on cadastral, zoning, access, utility and traffic verification.



Târgu Mureș Innovation Centre

Multifunctional urban development in central Târgu Mureș, next to the Theatre

Estimated investment	€16.1 million
Innovation centre	about 5 000 m ² (offices, co-working, labs, event spaces)
Retail, café and services	about 2 000 m ²
Green and public spaces	about 5 000 m ² , including a rooftop garden
Underground parking	over 400 spaces on 3 levels (about 12 000 m ²)
Stage	Indicative cost estimate (feasibility level)

The project

The site is an underused plot in the city centre. It sits next to the Theatre and the Small Theatre, close to Piața Trandafirilor. The building follows a curved line around a public garden with green terraces. An elevated pedestrian promenade runs on the roof.

It links the Theatre, the hotel and the surrounding streets without barriers. Three underground levels hold the parking, with EV charging stations. The parking connects directly to the promenade and the Theatre.



The project

Innovation	Offices, co-working, labs, multipurpose hall for exhibitions and events
Business	Flexible office space, retail and café units
Culture	Direct connection to the Theatre and the Small Theatre, rooftop space for events
Community	Public garden, stepped green terraces, outdoor event areas

Public space

The elevated promenade has terraces, gardens and cafés. It offers views towards the historic centre. Stepped green terraces form an open-air seating area for cultural events. Landscaped paths link the Theatre, the hotel and the nearby streets. All routes are barrier-free.

Expected impact

The project adds about 5,000 m² of green and public space in the city centre. Parking moves underground, which frees surface space for pedestrians. Offices and labs create jobs in services and research. Theatre audiences and office users bring daily traffic to local shops and restaurants. The site connects to public transport and cycling routes.

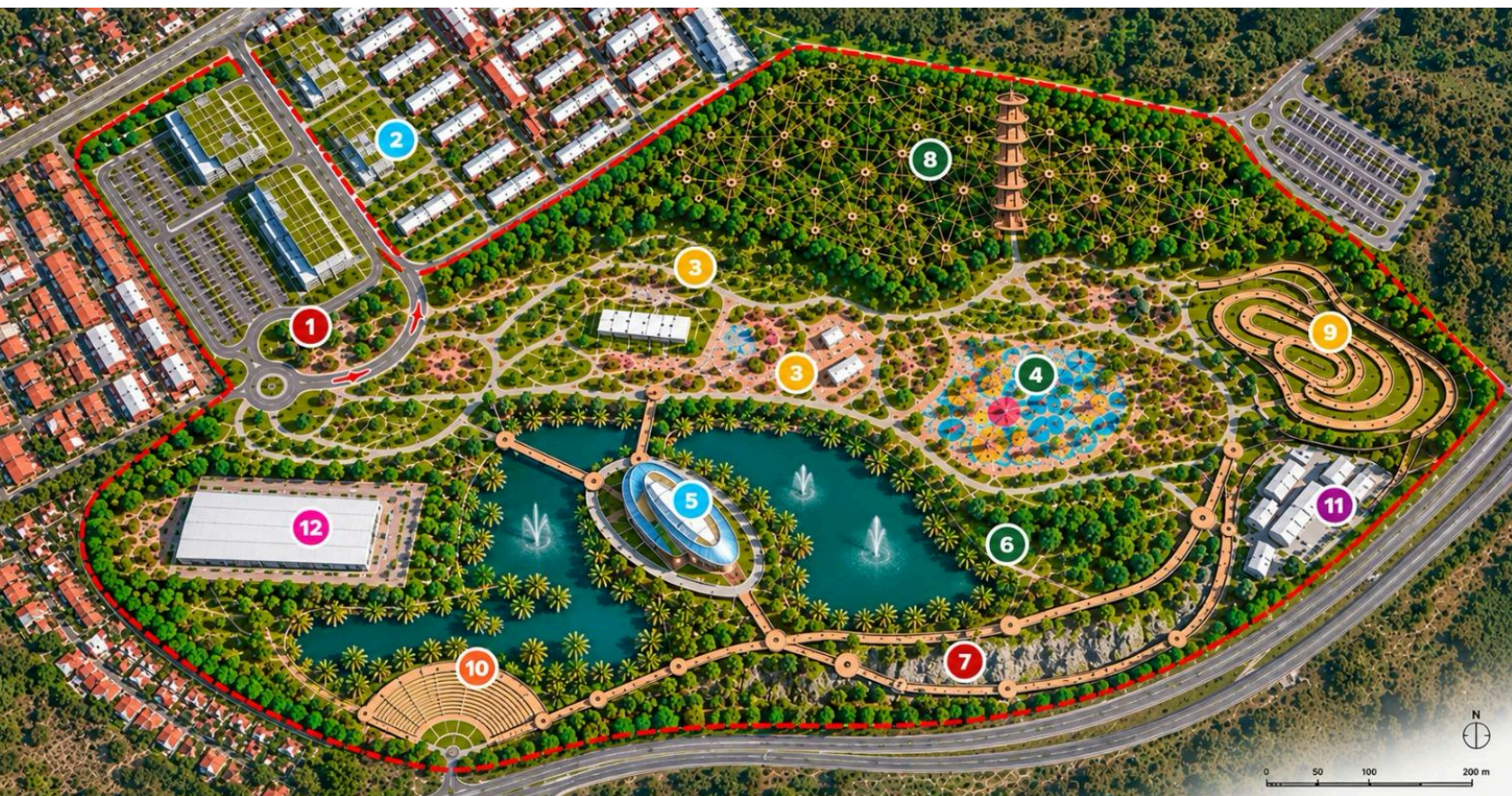


Terra Mureș

A four-season destination on a former clay extraction site

An estimated €100M destination built around two existing lakes, woodland and an existing industrial hall. Investors, developers and operators are invited to take part.

Type of project	Science center, adventure & family theme park, indoor and outdoor sport, events, food and beverage, office and retail
Promoter	Municipality of Târgu Mureș
Site	Former brickworks and clay extraction area, Târgu Mureș. Access from Strada Gheorghe Doja, near A3 motorway.
Area	6.5 ha land / 20 000 sqm indoor / 30 000 sqm outdoor
Water surface	10 000 sqm
Estimated investment	€87-110M
Operation	365 days a year
Status	Concept stage



The concept

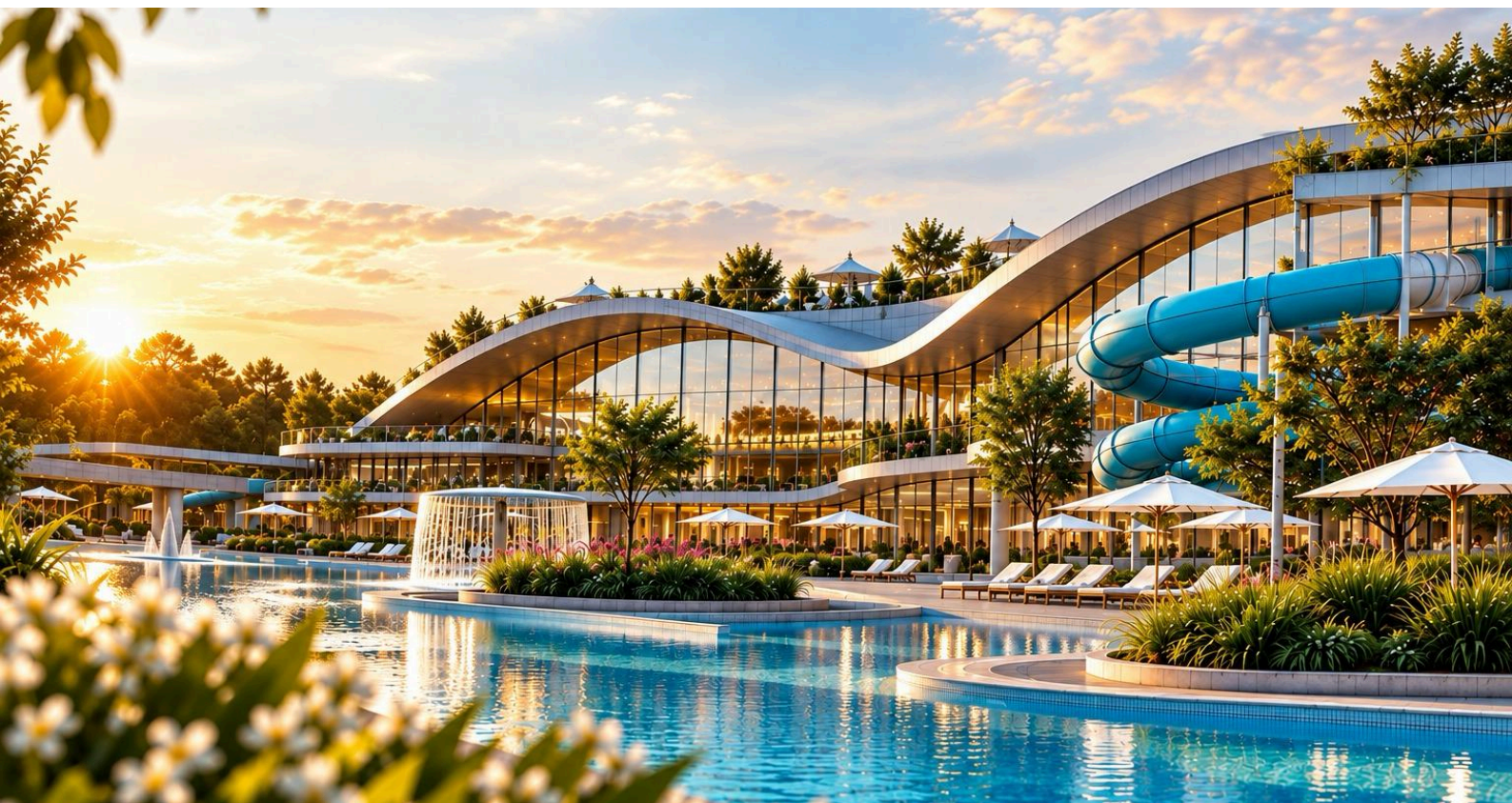
The site was shaped by decades of clay extraction. The former pits now hold two lakes, surrounded by forested slopes. Terra Mureș keeps this landscape and builds on it. The project reuses the existing metal hall for indoor sport. The masterplan has 12 zones.

Main components

- Human & Science Center: an interactive museum of the human body, science, technology and the universe, with a planetarium
- Small lake ecological zone: biodiversity protection, observation points, nature trails
- Cliff Walk and Via Ferrata on the slopes
- Forest Adventure Park: zip lines, suspended trails, climbing, panoramic tower
- Family theme park: playgrounds, workshops, gardens, outdoor exhibitions
- Outdoor sport and adventure: trails, pump track, multisport courts
- Indoor sport and adventure hall: multisport, climbing wall
- Park and events area, food court, natural amphitheatre for concerts and open-air cinema
- Mixed office and commercial zone: offices, retail, restaurants, cafés
- Main access, parking, services and maintenance

Catchment area

Within 60 minutes	400 000 inhabitants
Within 2 hours	2.5 million inhabitants
Within 3 hours	6 million inhabitants



Weekend Aqua Park & SPA

A year-round water park and spa on the existing site

An estimated EUR 50-70 million leisure destination on a 7 ha urban site by the Mureș River. The Municipality of Târgu Mureș is looking for investors and strategic partners.

Type of project	Indoor and outdoor aqua park, spa and wellness, food and beverage, events. Hotel in phase 2
Promoter	Municipality of Târgu Mureș
Site	Existing Weekend Complex, Târgu Mureș, between the Mureș River and the Weekend lake
Area	7 ha land / 20 000 sqm indoor / 30 000 sqm outdoor
Water surface	10 000 sqm
Estimated investment	€50-70M
Accommodation	Approx. 100 rooms (phase 2)
Operation	365 days a year



THE VISION

A NEW GENERATION AQUA PARK & SPA DESTINATION

Weekend Aqua Park & Spa will be a unique, year-round destination that brings together water, wellness, nature and entertainment in a spectacular setting, inspired by the identity of Târgu Mureș – the City of Flowers.

A place for families, friends and all generations to relax, have fun and create unforgettable experiences.



PEOPLE.
NATURE.
EXPERIENCES.
A STRONGER
TOMORROW.



MAIN FEATURES

- 1 Main entrance, reception, lobby
 - 2 Central indoor pool (iconic flower)
 - 3 Wellness & Spa (saunas, treatments, adults area)
 - 4 Adventure zone (water slides, wave pool)
 - 5 Kids' zone (themed pools, splash area, playground)
 - 6 Restaurant, panoramic terraces
 - 7 Fitness & health zone
 - 8 Outdoor lagoon (beach, relaxation area)
 - 9 Water playground (outdoor)
 - 10 Lakeside restaurant / event terrace
 - 11 Car parking (~ 280 spaces)
 - 12 Bus parking
- Site boundary
▼ Main access
— Service access
— Pedestrian pathways
— Green spaces and promenade
— Water surfaces



TROPICAL FAMILY WORLD
FUN. PLAY. TOGETHER



ADVENTURE & SLIDES
THRILLS FOR EVERYONE



SPA & WELLNESS
RELAX. RECHARGE. BE WELL.



OUTDOOR LAGOON
NATURE MEETS LEISURE.



F&B EXPERIENCE
LOCAL FLAVOURS. GLOBAL TASTE

Location

- Central Transylvania. Cluj-Napoca is approx. 1 hour away on the A3 motorway
- Transilvania International Airport, Târgu Mureș. Direct rail connections
- Sovata and Sighișoara (UNESCO World Heritage) are approx. 1 hour away

Tourism demand

Visitors in Mureș County	535 000
Visitors in Târgu Mureș	90 000
International visitors in county	82 000
Visitors at Târgu Mureș Zoo	350 000

Regional competition

The nearest established water parks are in Oradea (Nymphaea, approx. 260 km), Timișoara (Amazonia, approx. 320 km), Brașov (Paradisul Acvatic, approx. 160 km) and Băile Figa near Beclean (approx. 200 km).



Indicative financial indicators

Annual revenue, stabilised	€12-18M
EBITDA margin	25-35%
Payback period	7-9 years
IRR	10-14%

Expected visitors

Year 1	150 000
Year 2	220 000
Year 3	280 000
Year 4	300 000

Why Mureş

The investor's front door, advising and connecting you to the latest opportunities across Mureş County, Transylvania, Romania.

€3.1 billion under way

Motorways, hospitals, an airport terminal, industrial plants and digital infrastructure are under construction across the county.

Pharma and life sciences

Novartis, Sandoz, Gedeon Richter and Bioeel manufacture and distribute medicines in the county. The local university of medicine and engineering has 14 000 students.

Workforce

The county has 330 000 people of working age and 145 000 employees. Unemployment stands at 2.6%.

Multi-cultural environment

Romanian and Hungarian are both in daily use. The university teaches in Romanian, Hungarian and English. Employers recruit from a workforce used to working in more than one language.

576k

residents

6 714 km²

county area

102

communities

15k

students

15

international
flight destinations

9k

SMEs

€2 bn

foreign direct
investment

€3.1 bn

investment
under way

Location and connectivity

Târgu Mureş lies on the Trans-European Transport Network (TEN-T).

The city is connected by the A3 motorway, rail and an international airport.

The A8 motorway to Iaşi and the Republic of Moldova is under construction.

