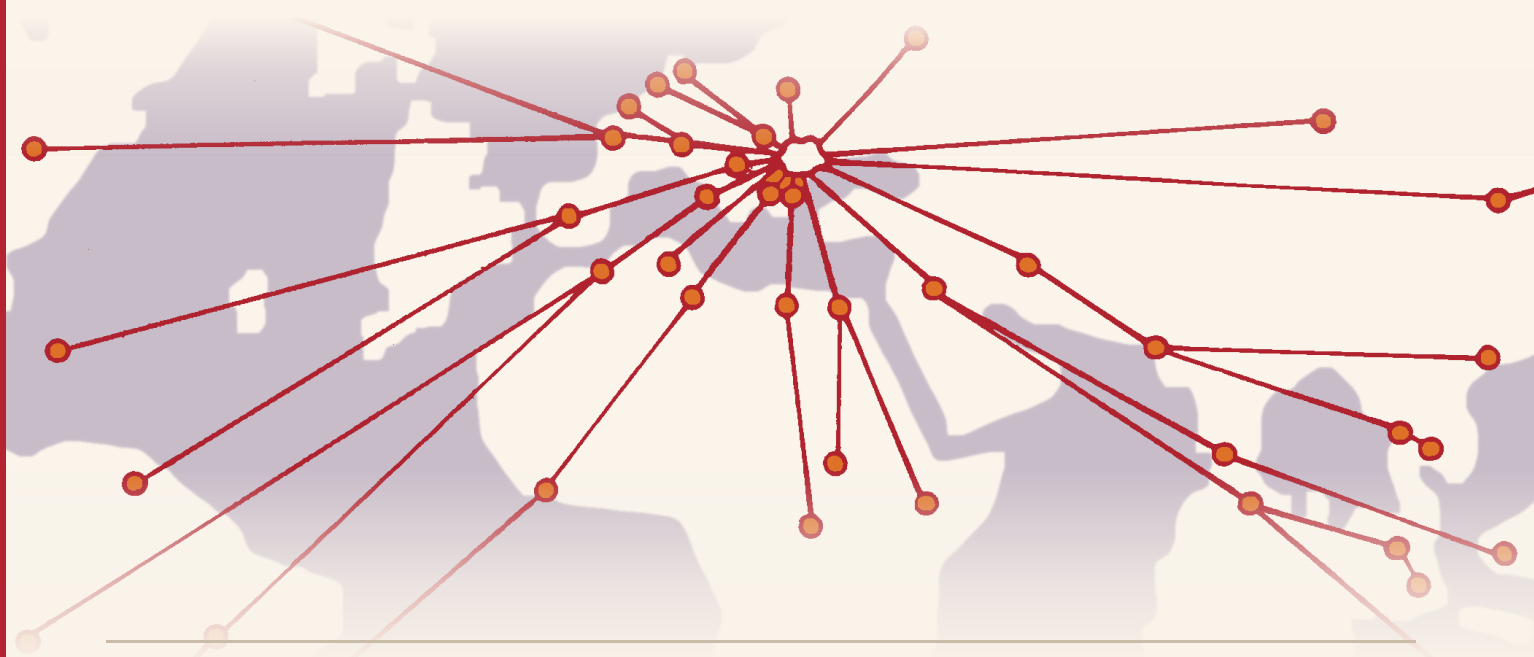


Into the larger world

Global ventures of the Eastern Bloc automotive industry
in late socialism & early post-socialism

Vers le grand large

*Les incursions globales de l'industrie automobile du bloc de l'Est
à la fin du socialisme et au début du post-socialisme*



5–6 October 2026

**CEREFREA VILLA NOËL
6 ÉMILE ZOLA ST. · BUCHAREST**

HYBRID EVENT · ÉVÈNEMENT HYBRIDE

5–6 octobre 2026 · 6 rue Émile Zola, Bucarest



Programme



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Project GloBv

IMAGE: EXPORT DESTINATIONS OF THE UNIVERSAL TRACTOR · UTB BRAȘOV PROMOTIONAL BROCHURE

Event organised within the research grant GloBv., funded by CNCS-UEFISCDI (n0. PN-IV-P2-2.1-TE-2023-1822).



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MONDAY 5 OCTOBER 2026

10.00–11.30 Visit to the Academy of Economic Studies Museum — *guided tour in English by Toma Roman, PhD, Museum Curator* (by invitation only)

12.00–13.30 Lunch (by invitation only)

14.30–14.45 Welcome — Florin Abraham (INST), Simona Corlan (CEREFREA Villa Noël)

PANEL I · 14.45–16.45

Management, knowledge and technology: transfers across the Global South (I)

Moderator: Florin Abraham, PhD, INST (Romanian Academy)

Immanuel R. Harisch, PhD — University of Innsbruck, Austria

The Bottleneck of East–South Automobility? Spare Parts, W50 Trucks, and East German–African Economic Relations in the 1970s and 1980s

Mara Mărginean, PhD — INST & IIGB (Romanian Academy), Romania

Mechanizing development: Romanian Tractors, Technical Expertise and Knowledge Transfers to the Global South in the 1970s

Suchismita Ghoshal, PhD candidate — Indira Gandhi National Open University, India

[ONLINE]

Assembling Socialism: CKD Assembly, Technology Transfer, and the Localization of Eastern Bloc Automotive Industries in India, Egypt, and Algeria (1965–1991)

16.45–17.00 Coffee break

PANEL II · 17.00–19.00

Enterprises, markets and global contexts

Moderator: Alexandru-Murad Mironov, PhD, INST (Romanian Academy)

Valentina Fava, PhD — University of Venice, Italy

From FIAT to IRI: Italian Enterprises and Industrial Cooperation with Socialist Romania

Corina Doboş, PhD — INST (Romanian Academy), Romania

Tractors are conquering the world: Braşov Tractor Factory's (UTB) commercial adventures in the Global South during late Socialism

Mariusz Jastrząb, PhD — Centre for Business History, Warsaw, Poland

A (Post)Socialist Enterprise on a Global Market: An Autobiographical Perspective

19.30–21.00 Dinner (by invitation only)

PROJECT PRESENTATION · 10.00–10.20

Jan Zofka, PhD — Leibniz Institute for the History and Culture of Eastern Europe (GWZO), Leipzig, Germany **[ONLINE]**

Bloc-Building and (Dis-)Continuity: Cross-border Connections and Transformations in Industrial Enterprises in East Central Europe and China, 1945–1960

PANEL III · 10.20–12.20

Management, knowledge and technology: transfers across the Global South (II)

Moderator: Cristina Diac, PhD, INST (Romanian Academy)

Goran Musić, PhD — University of Vienna, Austria

High Price of Non-Alignment: The impact of failed African business ventures on the self-management morale of FAP automotive factory workers

Jure Ramšak, PhD — Science and Research Centre Koper, Slovenia

Yugoslav Turnkey Factory in Tanzania: Trailer Manufacturing, Technology Transfer, and the Global Debt Crisis

Sandy Peeples, PhD candidate — Johns Hopkins University, USA **[ONLINE]**

Tanzania: tractors and development

12.20–13.30

Lunch

PANEL IV · 13.30–15.30

French/Romanian automotive ventures during the 1970s and 1980s

Moderator: Andrei-Florin Sora, PhD, University of Bucharest

Nicolae Macovei, PhD — Independent scholar, Romania

Commercial opportunities and limitations of the Olcit joint-venture

Luminița Gătejel, PhD — University of Regensburg, Germany

Supply and demand across the Iron Curtain. Mismatches between Citroën and the Romanian Government, 1980s to 1990s

Alina Cucu, PhD — Babeș-Bolyai University, Romania

Romanian industrialization meets French labor relations: Capital flight across the Iron Curtain in the 1970s

15.30–16.00

Coffee break

PANEL V · 16.00–18.00

Tractors & workers

Moderator: Florin-Răzvan Mihai, PhD, INST (Romanian Academy)

Andreea Cârstea, PhD — INST (Romanian Academy) & ICUB (University of Bucharest), Romania

Industrialization and Labour Safety in late Socialist Romania: Work accidents and Occupational Illnesses at the Brașov Tractor Factory (UTB)

Ana Cătănuș, PhD — INST (Romanian Academy), Romania

Workers and free trade unions in the 1970s and 1980s

Alexandra Bardan, PhD — University of Bucharest, Romania

The Image of the Brașov Tractor Factory (UTB) in the Socialist Media

18.00–18.30

Concluding remarks & publication prospects — Luminița Gătejel (University of Regensburg), Corina Doboș (INST)