

Between Steve Jobs and Bill Gates: The atmosphere in the new eMag office space

By Alex Goaga, 16 of November 2011

A green building in Pipera: conference rooms decorated with quotes of world-famous entrepreneurs, a big fun room with foosball, ping-pong and Nintendo Wii, and a space for testing new technologies. This is the new office of eMag, which houses 190 of the 470 employees at the largest online retailer in Romania.

“I like the light in this building. It is built like a snake, with big windows that allow plenty of natural light to come in. Everything is ecological and spacious”, says Radu Apostolescu, the vice president of eMag.

eMag moved into Swan Office and Technology Park at the beginning of October, leasing 2,700 square meters. The rent, says Apostolescu, is a little bit higher than that of their old office in Crangasi, but it is worth since the space allows the company to expand in the future. “We can easily increase the number of employees by 15-20% without taking additional space.”



Swan Office and Technology Park is the most recent “green building” delivered to the market in 2011. The building recently obtained a “Very Good” rating during the BREEAM certification process, which is the leading assessment method for sustainable buildings.

In addition to eMag’s service and logistic departments, the building hosts representatives from all the company’s other departments: management, IT, call center, online sales, acquisitions, human resources, financial and marketing.

The employees of eMag benefit from lunch subsidies

Among the facilities provided to eMag’s employees is a large leisure space, free transport to and from Pipera every 5 minutes, free lunch, fruit and drinks for everyone.

The officials of eMag consider that the quotes of famous world entrepreneurs in IT and medical industries displayed in their space match the purpose and goals of their own company. The quotes include the following: “Once you go from 10 people to 100, you already don’t know who everyone is. So at that stage you might as well keep growing, to get the advantages of scale” - Sergey Brin, co-founder of Google, and “We all feel this is the moment to change the future” - Steve Jobs, co-founder of Apple.

During the first half of the year, eMag sales rose by 52%, reaching 62 million euro. The company’s representatives maintain their goal of 150 million euro sales for 2011, which represents a 50% increase as compared to 2010.

eMag’s main competitors are Altex, Domo, as well as PCFun.ro, Cel.ro, and PCGarage.ro. eMag has common shareholders with Flanco.