

## Summary

This ethnographic work is a story about a free-market relationship between a global investor and a Romanian rural community. This study reflects different aspects of this relationship and follows it from beginning to end. The relationship described in this work begins in 2007, when a foreign investor announces the plan to open a large-scale mobile phone plant in a Romanian village located near a major Transylvanian expressway. In order to come to Romania, the investor closes its assembly plant in Germany, justifying it with the cost of labour. The year of 2008 brings the opening and general excitement about the investor's presence. The plant recreates local order and deeply influences the life of the hosting community. The outcomes of the investor's presence generate a number of local benefits, such as tax payments and jobs, but foremost inspire the hosting community to make new plans and stimulate a vision of a new future. The investor appears in tourist guides, marking the "new era" of the community. The idyll ends in 2011, when the decision is made to close the plant and relocate production to Asia. The closure comes as a surprise. No official protests are organized. Instead, public actors speculate who the new investor could be. The global node's relocation gives an impulse for reflection about foreign investors, their local role, and Romania's position in the global

economy. At the end, an empty production hall waits for a renter and the hosting community hopes for a quick comeback of global production in the village.

One of the symptoms of the contemporary world is the progression of social integration that occurs on a global scale. The interconnectedness is largely based on the drive for added value. Capitalist activity binds together different cultures, economies, and political systems. In particular, industrial production for the purpose of generating profit uses the ability of utilizing different resources in different geographies. Global value chains get more complex and transnational. They connect together thousands of people who participate in them for salaried income. The products often travel around the world until they reach the consumer. At the same time, the workforce that produces them is quite often highly immobile and has never left their respective place of origin. A number of approaches, such as world-system theory, political economy, or the global value chain theory try to describe the ongoing change by employing the top-down perspective. In this work, I go beyond this view and instead focus on the cultural meanings. My bottom-up perspective focuses on the particular geographic location of the element of the global value chain. I show local outcomes and understanding of participation in global production. The main aim of this work is to present how firms generate relationships not only with each other, but also with local communities, their labour markets and economies.

**key words:**

globalisation, ethnography, Romania, sociology of labour, FDI

**słowa kluczowe:**

globalizacja, etnografia, Rumunia, socjologia pracy, inwestycje zagraniczne