



EUROPEAN
CLUSTERS ALLIANCE



The Romanian Cluster Landscape

EEAC Morning Session

July 1, 2021

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Slides Outline

1 NORTH-EAST REGION OF ROMANIA

2 North-East Region's active clusters

3 REGION'S BEST PRACTICES

4 REGION'S BEST PRACTICES

5 REGION'S BEST PRACTICES

NORTH-EAST REGION OF ROMANIA

ROMANIA

North-East Region

BOTOSAN
SUCEAVA
IASI
HARGHITA
BACAU
VASLUI

European Alliance Against Coronavirus
Romanian Cluster Landscape, 1st of July, 2021

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REGION'S BEST PRACTICES

- ❖ In 2016, the regional clusters have signed a cooperation agreement in order to create the **North East Cluster Consortium** whose main objectives are: increasing the regional competitiveness based on SMEs integration on the innovative clusters and supporting the development of the regional clusters.
- ❖ Also, the regional clusters were involved in the elaboration of the **North-East Region's Smart Specialization Strategy (RIS3)** which includes the sectors with potential for smart specialization of the region (clothing, textile, IT & C (including new media), agro food, biotechnologies).
- ❖ At regional and national level, **Astrico Nord-Est Textile Cluster**, in partnership with the **Romanian Cluster Association (CLUSTERO)**, is organising annually, since 2015, informal winter meetings in **Piatra Neamt**. During these events, the participants (representatives of the Romanian and Moldavian clusters and representatives of the national and regional authorities) discussed aspects regarding the calls for proposals dedicated to clusters and various aspects regarding the clusters ecosystem, being a good opportunity for strengthening the "family" relationships within CLUSTERO.



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REGION'S BEST PRACTICES

❖ **IMAGO-MOL CLUSTER** was chosen by EURONEWS, as an example of good practice at European level in the context of the actions carried out during the COVID-19 pandemic period. Since March 2020, when pandemic begun, one of IMAGO-MOL CLUSTER's main goals was to support the companies and their products and to facilitate their connection with their potential clients such as hospitals or pharmacies or patients.

One of the cluster's members, RomSoft has developed a digital app which connects patients to pharmacies that already have the medication they require.

Also, Xvision startup, member of IMAGO-MOL CLUSTER developed a suite of AI algorithms that can spot 18 pathologies on chest x-ray examinations (COVID included) and which has been successfully deployed in 4 hospitals, members of the cluster.

In addition, since many hospitals are cluster's members, the cluster team has designed and implemented a campaign "We are in this together" to help them dealing with shortage of protective medical equipment (gloves, masks, disinfectants, coveralls), including through mobilizing funds. And companies, clusters' members, supported the campaign by donations and publicly encouraging other companies to donate for the cause.



EURONEWS.COM
Smart solution: how business clusters drive innovation
Business Planet heads to Iasi in Romania to see how their tech com...

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Slides Outline

3 REGION'S BEST PRACTICES

4 REGION'S BEST PRACTICES

5 REGION'S BEST PRACTICES

6 Thank you!
Carmen Boiciuc
North East Cluster Consortium

REGION'S BEST PRACTICES

❖ **ASTRICO NORD EST TEXTILE CLUSTER** has developed a collaborative marketing-sales system by setting up a trading company, owned by the members of the cluster. Through this unique system, the cluster companies benefit from services such as: marketing, design, prototyping, technical assistance, logistic and financial services, permanent counselling and transfer of know-how among members.

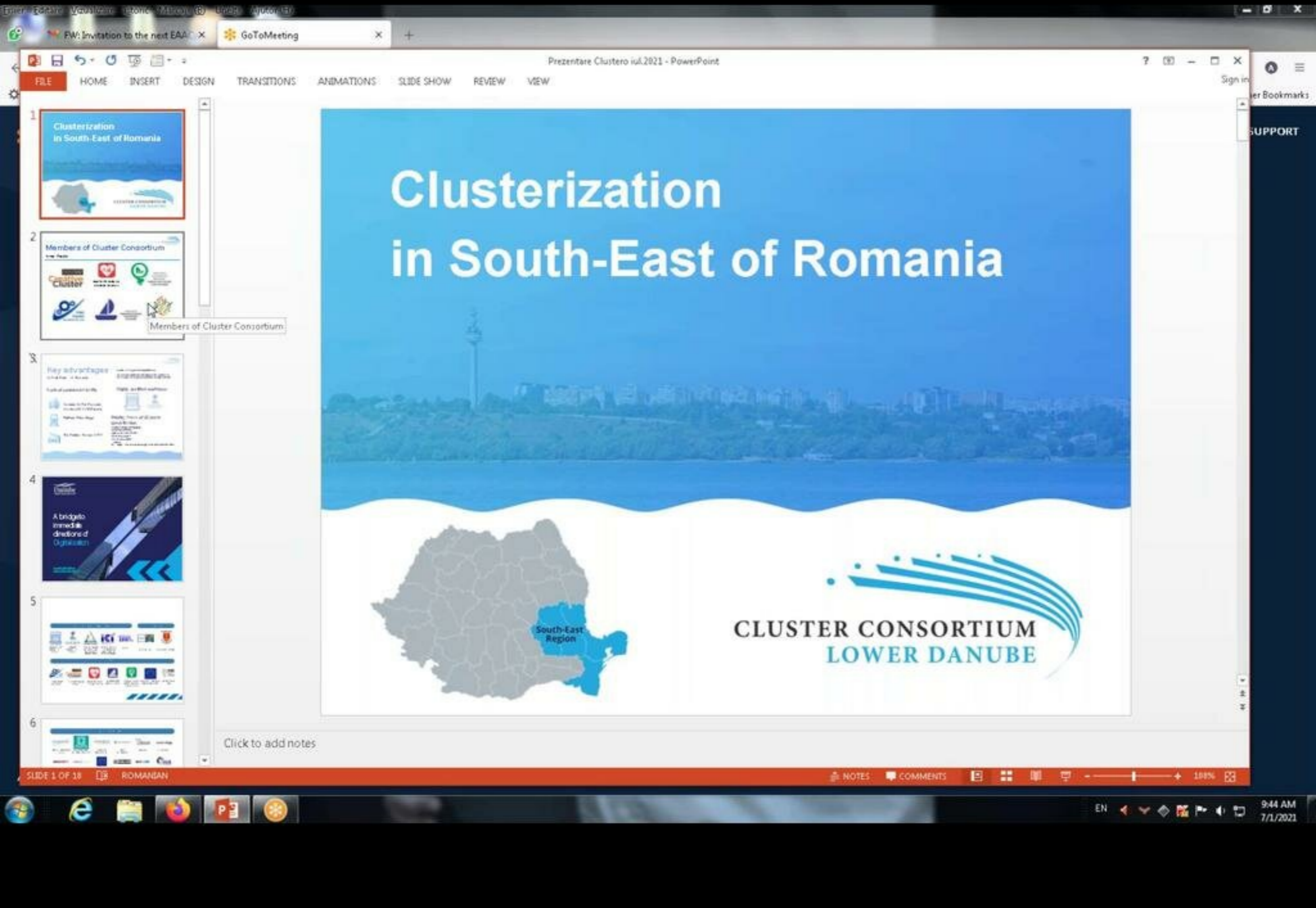
Goals:

- Developing own, high-added value products;
- Reducing costs for members by offering complementary services;
- Optimising the raw material costs and consumption;
- Making more efficient the manufacturing capacities;
- Reducing the commercial risks for members;
- Obtaining better prices for delivered products.

In 2013, ASTRICO NORD-EST has founded its own creative production capacity equipped with the newest technologies on knitting industry: computer graphic design systems, flat knitting machines, complete sewing line equipment, complete system for professional washing, drying and ironing, design and creative department.



Click to add notes



Clusterization in South-East of Romania



Click to add notes

- 1 Clusterization in South-East of Romania
- 2 Members of Cluster Consortium
- 3 Key advantages
- 4 A bridge to immediate directions of Digitalization
- 5
- 6

Members of Cluster Consortium



Lower Danube



INNOVATIVE CLUSTER FOR HEALTH GALATI



ASOCIAȚIA CLUSTERULUI REGIONAL GREEN SOLUTIONS LOW DANUBE



IT&C Cluster Dunărea de Jos

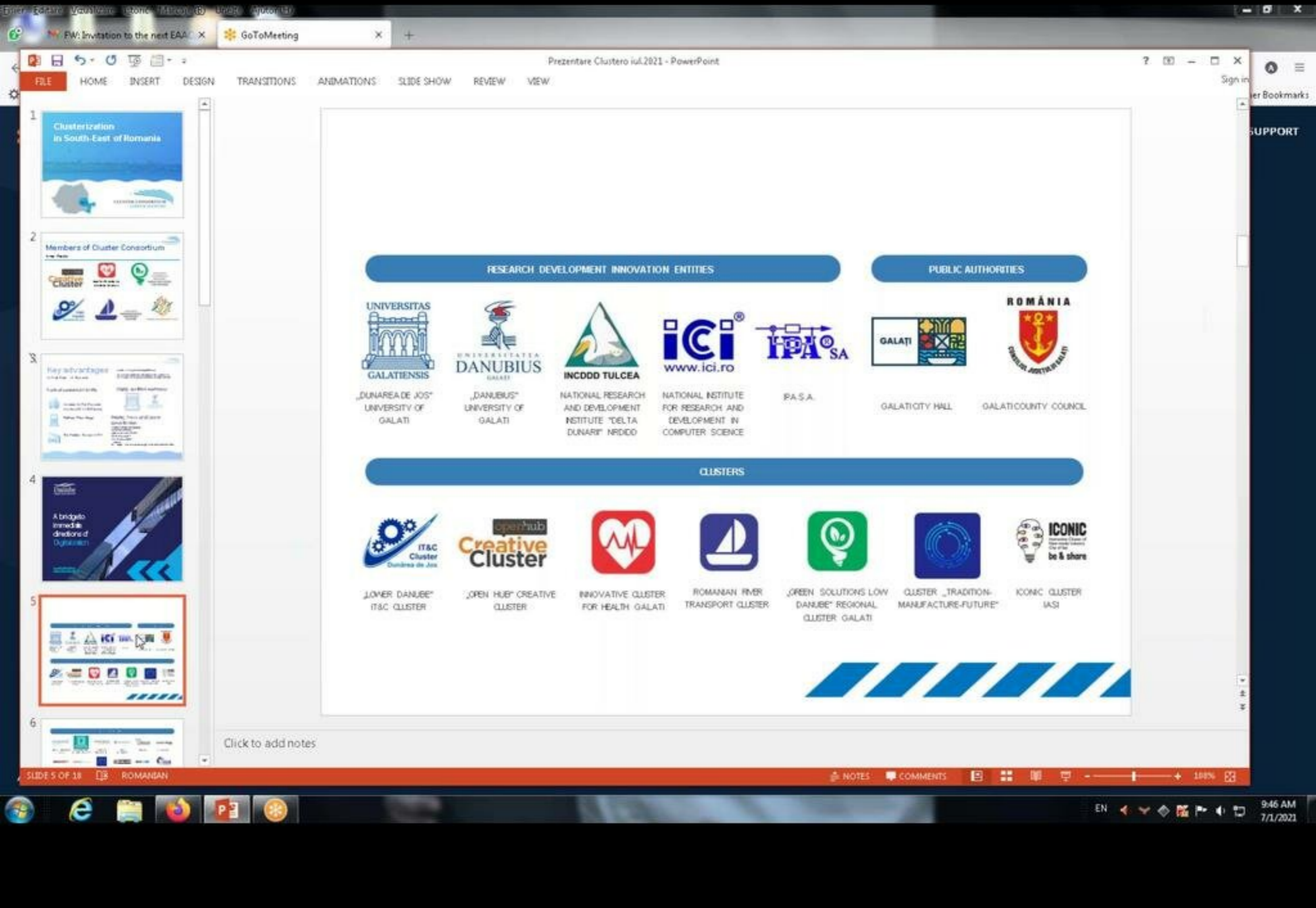


ASOCIAȚIA ROMANIAN RIVER TRANSPORT CLUSTER



Traditie Manufactura Viitor

Click to add notes



- 1 Clusterization in South-East of Romania
- 2 Members of Cluster Consortium
- 3 Key advantages
- 4 A bridge to immediate directions of Digitalization
- 5
- 6

RESEARCH DEVELOPMENT INNOVATION ENTITIES PUBLIC AUTHORITIES

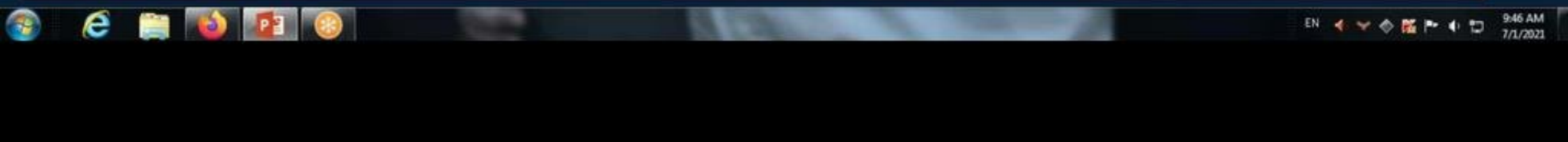
 UNIVERSITATEA GALATIENSIS „DUNAREA DE JOS” UNIVERSITY OF GALATI	 UNIVERSITATEA DANUBIUS GALATI „DANUBIUS” UNIVERSITY OF GALATI	 INCDD TULCEA NATIONAL RESEARCH AND DEVELOPMENT INSTITUTE „DELTA DUNARII” NR100	 www.ici.ro NATIONAL INSTITUTE FOR RESEARCH AND DEVELOPMENT IN COMPUTER SCIENCE	 IPA SA P.A.S.A.	 GALATI GALATI CITY HALL	 ROMANIA GALATI COUNTY COUNCIL
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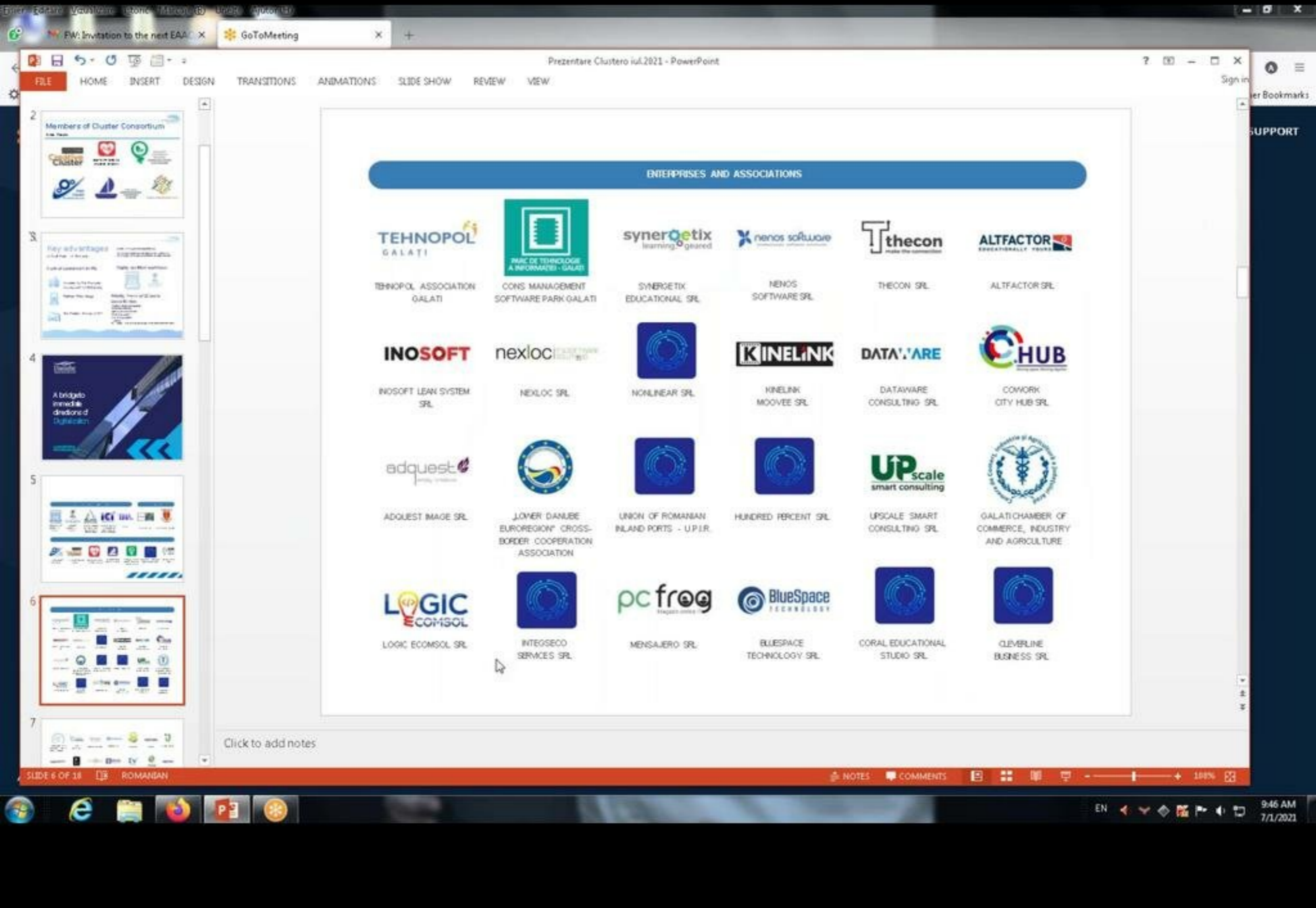
CLUSTERS

 IT&C Cluster Dunarea de Jos „LOWER DANUBE” IT&C CLUSTER	 Openhub Creative Cluster „OPEN HUB” CREATIVE CLUSTER	 INNOVATIVE CLUSTER FOR HEALTH GALATI	 ROMANIAN RIVER TRANSPORT CLUSTER	 GREEN SOLUTIONS LOW DANUBE REGIONAL CLUSTER GALATI	 CLUSTER „TRADITION-MANUFACTURE-FUTURE”	 ICONIC be & share ICONIC CLUSTER IASI
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Click to add notes





ENTERPRISES AND ASSOCIATIONS

TEHNOPOL
GALATI

TEHNOPOL ASSOCIATION
GALATI



CONS MANAGEMENT
SOFTWARE PARK GALATI

synergetix
learning & shared

SYNERGETIX
EDUCATIONAL SRL

nenos software

NENOS
SOFTWARE SRL

thecon
Make the connection

THECON SRL

ALTFACOR
EDUCATIONALLY YOURS

ALTFACOR SRL

INOSOFT

INOSOFT LEAN SYSTEM
SRL

nexloc

NEXLOC SRL



NONLINEAR SRL

KINELINK

KINELINK
MOOVEE SRL

DATAWARE

DATAWARE
CONSULTING SRL



COMWORK
CITY HUB SRL

adquest

ADQUEST IMAGE SRL



JOYER DANUBE
EUROREGION CROSS-
BORDER COOPERATION
ASSOCIATION



UNION OF ROMANIAN
INLAND PORTS - U.P.I.R.



HUNDRED PERCENT SRL

UPscale
smart consulting

UPSCALE SMART
CONSULTING SRL



GALATI CHAMBER OF
COMMERCE, INDUSTRY
AND AGRICULTURE

LOGIC
ECOMSOL

LOGIC ECOMSOL SRL



INTEGSECO
SERVICES SRL

pc frog

MENSAJERO SRL

BlueSpace
TECHNOLOGY

BLUESPACE
TECHNOLOGY SRL

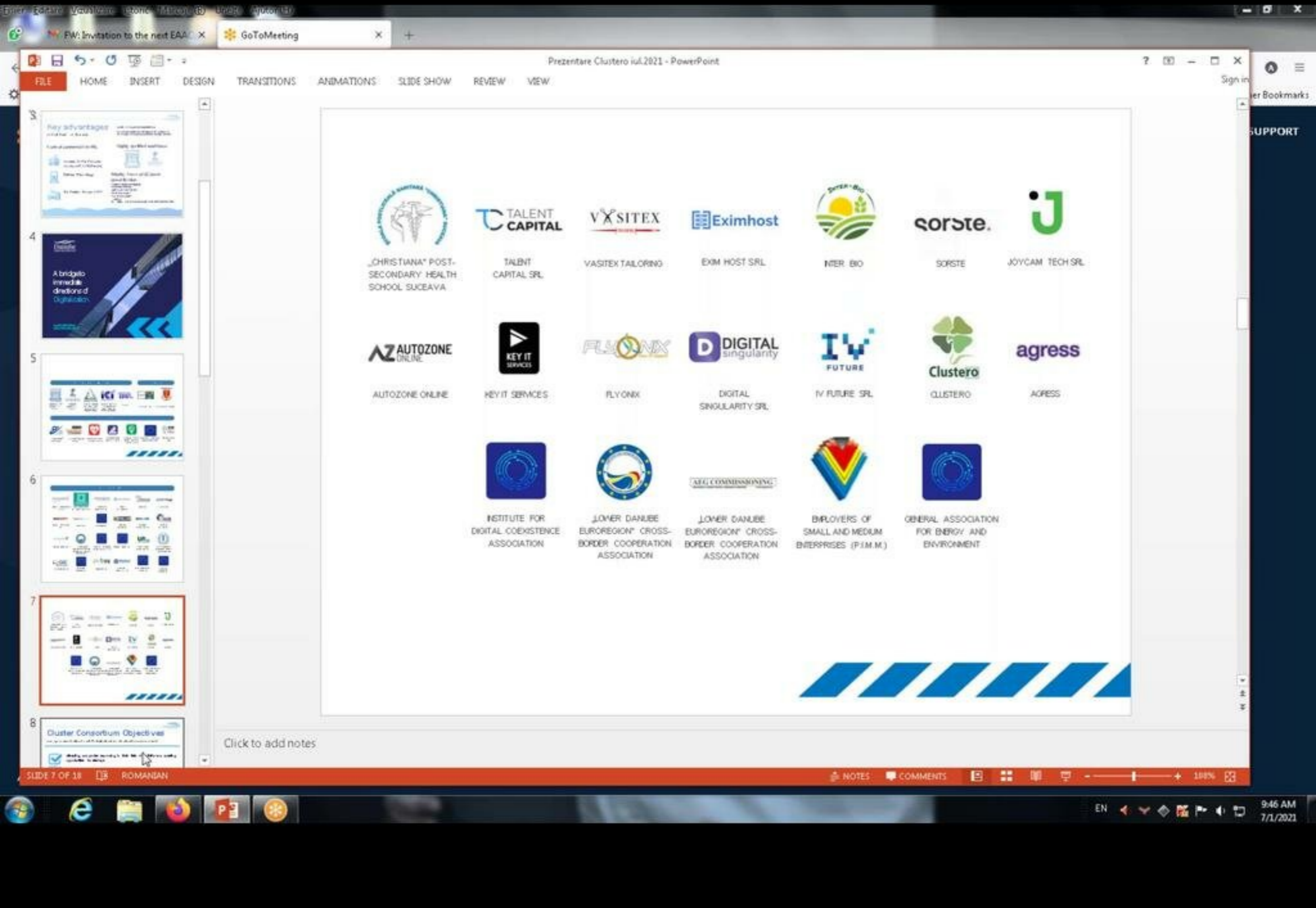


CORAL EDUCATIONAL
STUDIO SRL



CLEVERLINE
BUSINESS SRL

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„CHRISTIANA” POST-
SECONDARY HEALTH
SCHOOL SUCEAVA



TALENT
CAPITAL SRL



VASITEX TAILORING



EXIM HOST SRL



NER BIO



SORSTE



JOYCAM TECH SRL



AUTOZONE ONLINE



KEY IT SERVICES



FLYONX



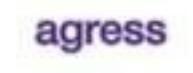
DIGITAL
SINGULARITY SRL



IV FUTURE SRL



CLUSTERO



AGRESS



INSTITUTE FOR
DIGITAL COEXISTENCE
ASSOCIATION



LOWER DANUBE
EUROREGION* CROSS-
BORDER COOPERATION
ASSOCIATION



LOWER DANUBE
EUROREGION* CROSS-
BORDER COOPERATION
ASSOCIATION

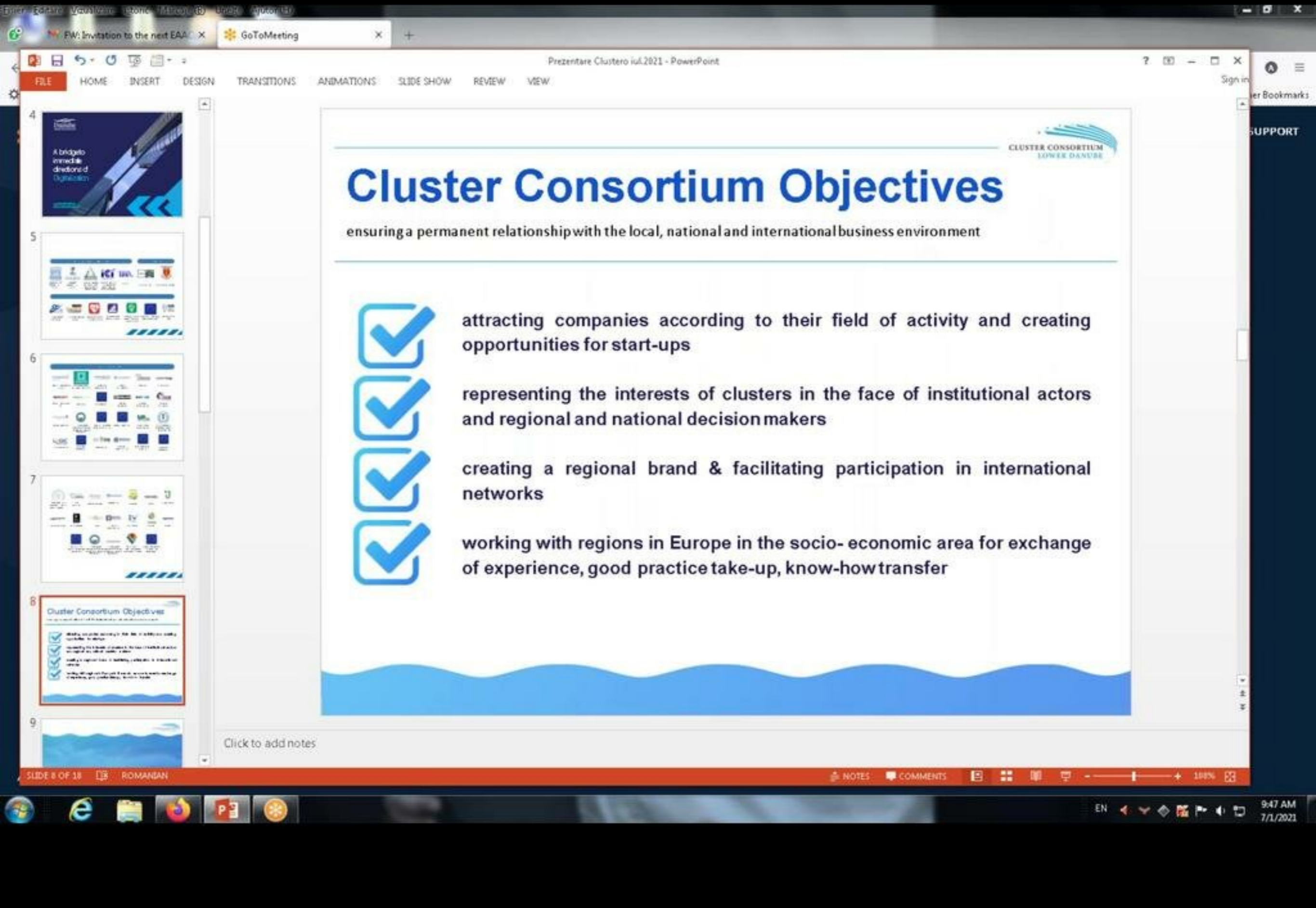


EMPLOYERS OF
SMALL AND MEDIUM
ENTERPRISES (P.I.M.M.)



GENERAL ASSOCIATION
FOR ENERGY AND
ENVIRONMENT

Click to add notes



Cluster Consortium Objectives

ensuring a permanent relationship with the local, national and international business environment



attracting companies according to their field of activity and creating opportunities for start-ups

representing the interests of clusters in the face of institutional actors and regional and national decision makers

creating a regional brand & facilitating participation in international networks

working with regions in Europe in the socio-economic area for exchange of experience, good practice take-up, know-how transfer

Click to add notes

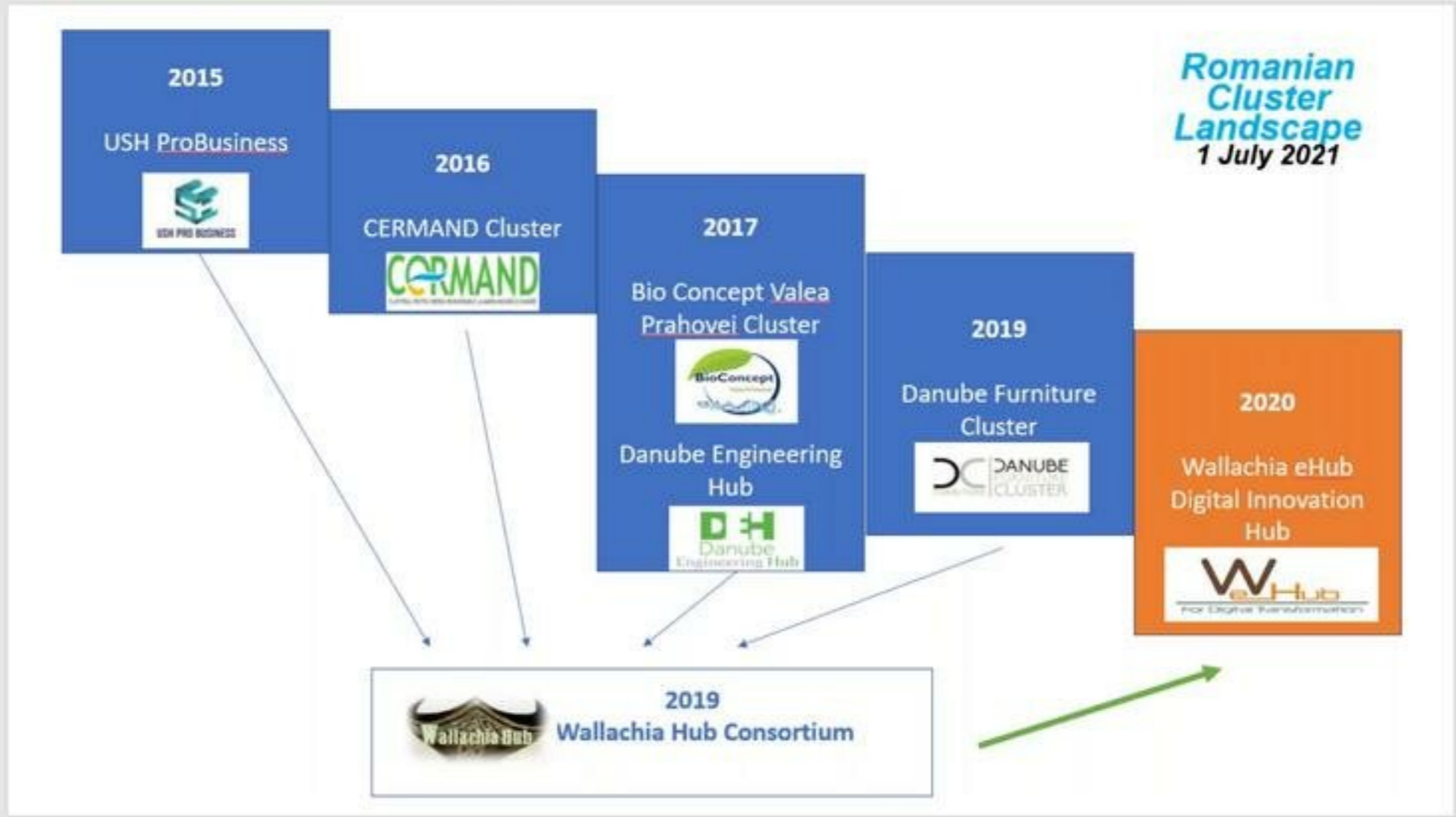


Romanian Cluster Landscape
1 July 2021

Costin Lianu
Wallachia Hub

Faceți clic pentru a adăuga note

- 1
- 2
- 3
- 4
- 5



Faceți clic pentru a adăuga note



Romanian Cluster Landscape
1 July 2021

Best achievements

- ✓ Founder of Wallachia eHub Digital Innovation Hub, validated at the national level
- ✓ Founder of Muntenia Universitas – regional academic consortium
- ✓ Development of entrepreneurial experience workshops and submitted 10 projects to Regional Development Agency – South Muntenia
- ✓ Creation of the Wallachia Heritage platform for regional cultural heritage
- ✓ Development of the national consortium of clusters with thematic profile Inter-Bio, for organic agriculture

Faceți clic pentru a adăuga note

WHY CONSORTIUM?



?



BUCHAREST – ILFOV CLUSTERS CONSORTIUM

NETWORK'S AIMS

Integration in global value chains

Updated solutions for pandemic period

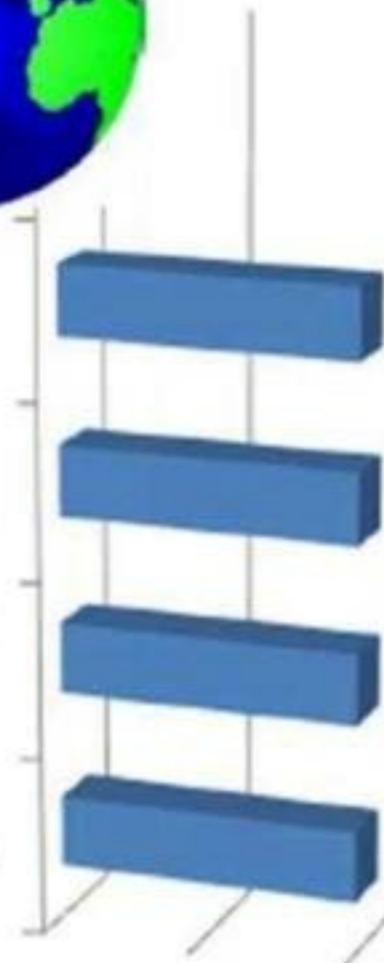


INNOVATIVE
PRODUCTS

CROSS-CUTTING
COLLABORATION

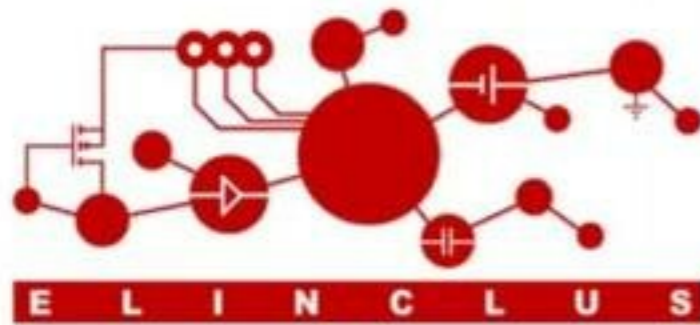
INNOVATIVE
TOOLS

BEST PRACTICES



BUCHAREST-ILFOV CLUSTERS CONSORTIUM

ELINCLUS



IND-AGRO-POL



MECHATREC



ROHEALTH



RO TEXTILE CONCEPT



DRIFMAT

Distributed R infrastructure for Future Materials, Applications and Technology





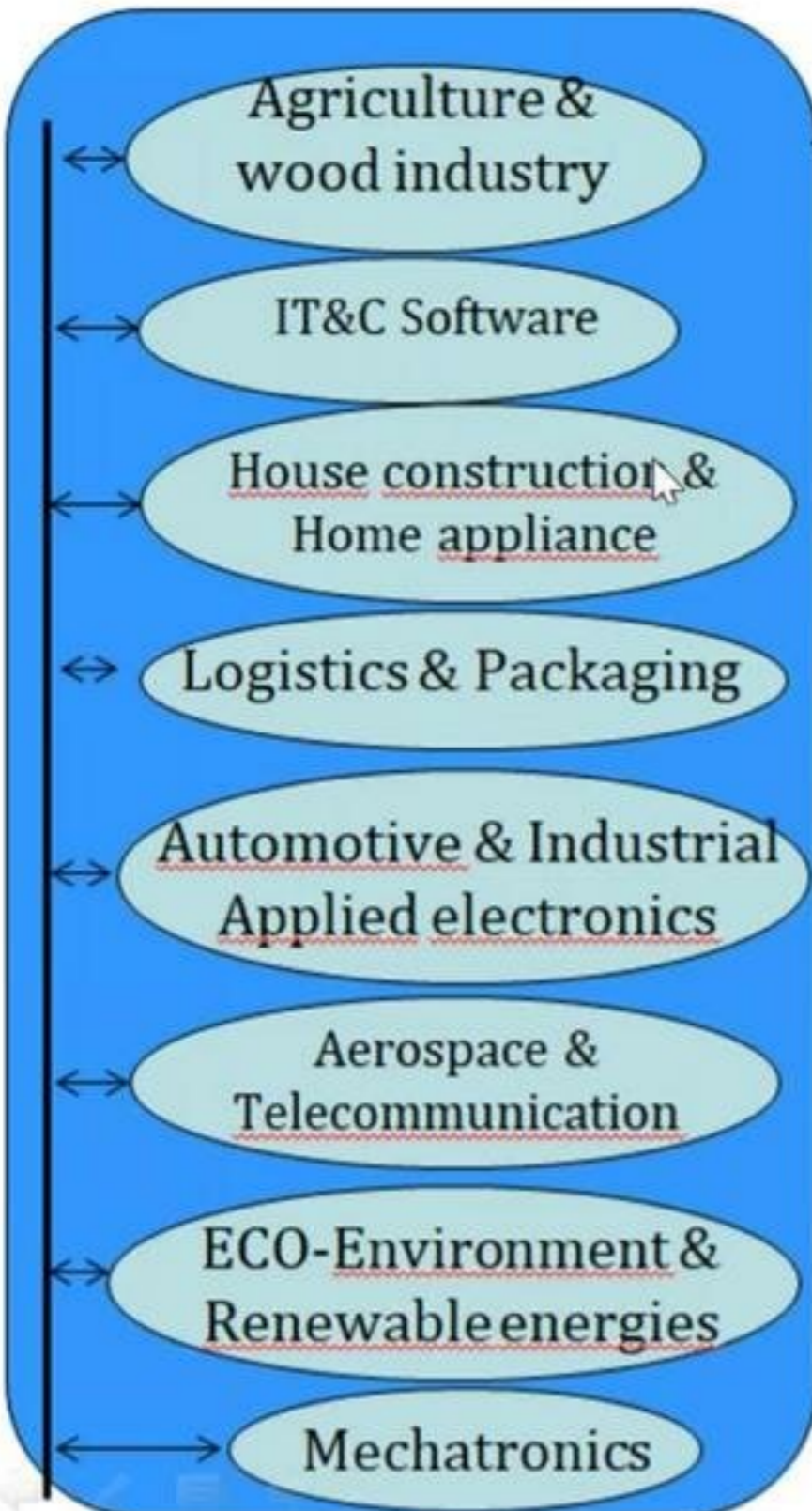
ELINCLUS: Electronic INnovation CLUStEr

93 members: 80 SMEs, 1 university, 8 research institutes,

2 public authority, 2 NGOs

MEMBERS

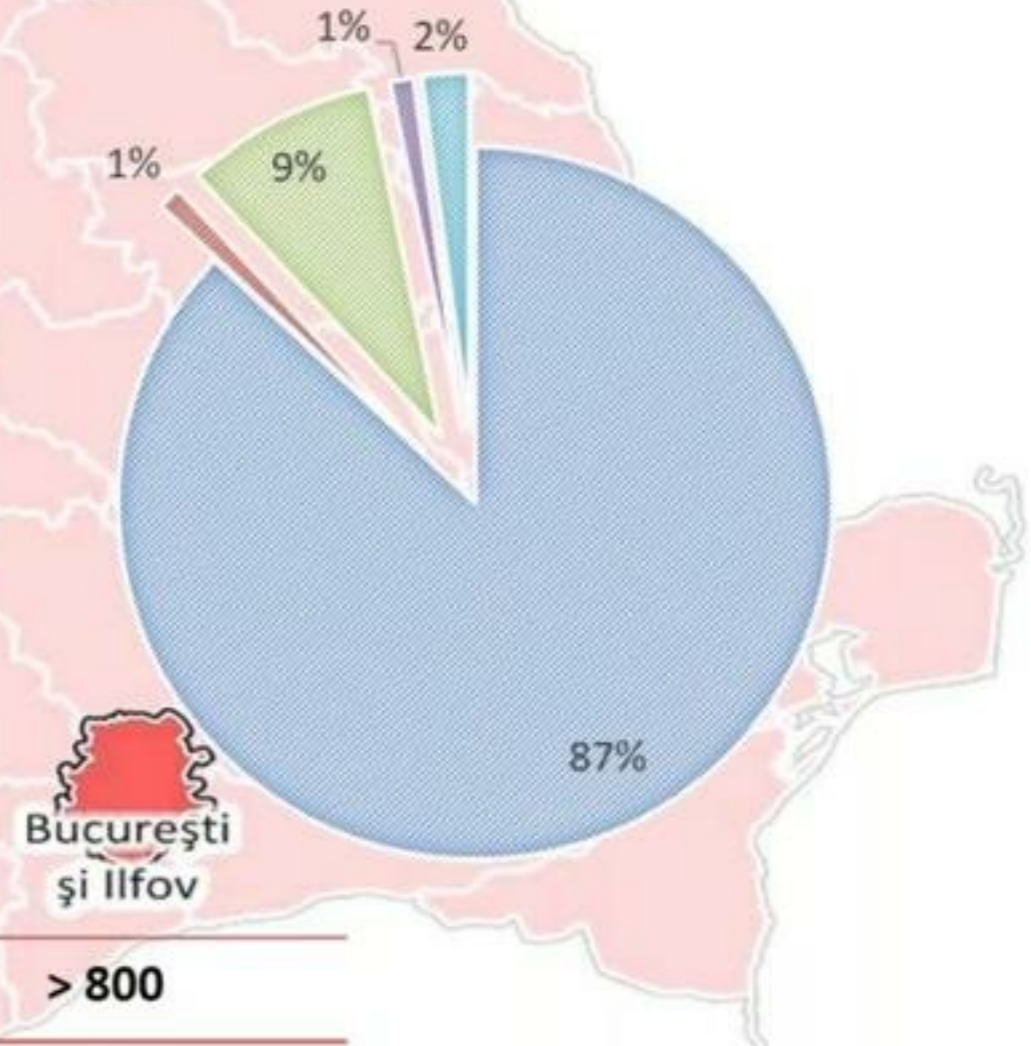
CORE SKILLS:



Over 45 national/
international patents of
cluster's members

MAIN MARKETS:

Japan, Australia,
Finland,
Germany, Italy,
Turkey,
Argentina, Brazil,
Greece,
Switzerland,
France, Portugal,
Spain, Sweden,
Romania



No. of employees (aggregate) > 800

Turnover (aggregate) 45 M€

Value of exports 25%

R&D value 19%

Founding member of:

- Ro Cluster Association
- BI Cluster Consortium
- DIH Smart eHub



IND-AGRO-POL cluster

<http://www.inma.ro/indagropol>

2 X



Related sectors:

- **Bio-economy**
- **ICT applied in agro-industry**
- **Environment and climate changes** linked to agro-food
- **Smart materials** used in agro-industry
- **Renewable energy** based on agro-industry waste and energetic crops

Main sector:

**AGRO -
INDUSTRY**



Members from 7 regions of Romania → **7 regional pillars:** Bucharest, Pitesti, Timisoara, Cluj, Iasi, Ploiesti, Buzau

**RDI objectives: SMART AGRICULTURE;
FUNCTIONAL FOOD; INDUSTRY 4.0**

MEMBER OF:

- **Plant Intercluster Network** coordinated by **VEGEPOLYS VALLEY, France**
- **DIH Smart eHub**

Projects (Cluster Organization/Cluster members)

- ✓ National RDI funds – INDAGRO,
- ✓ COSME – PROSME,
- ✓ H2020 – PROSME-INN,
- ✓ Interreg Europe – CLUSTERIX 2.0,
- ✓ Interreg Danube - Danube S3 Cluster

TOTAL:		138
M E M B E R S	Companies	86
	Universities, RDI entities	9, 21
	Public authorities	3
	Catalyzers, incl. 1 bank	19
	Turnover (eur): (companies)	284.951.916
Employees:	over 3300	

M I S S I O N

Stimulating innovation and cross-collaboration in agro-industry and related sectors, in order to strengthen competitiveness, sustainable development, intelligent growth, favorable to social inclusion

INNOVATIVE STRATEGIC CLUSTER FOR THE SMART SPECIALIZATION FIELD OF MECHATRONICS - «MECHATREC»

- ESCA Accreditation: **Silver**
- Field of activity: **NANO-MICRO-TECHNOLOGIES , MECHATRONICS, INTEGRONICS, ADAPRONICS, MIXMECHATRONICS AND CYBER-MECHATRONICS**
- Cluster structure: **114 companies; 17 research institutes and universities ; 7 public bodies; 46 others:**
- Quantitative figures: **Cluster turnover (euro): 858 mil, Exports (euro): 107 mil, Employees: 10592**
- Foreign markets: **Germany, Austria, France, Italy, Portugal, Bulgaria, Hungary, Spain, Greece, Moldavia, Morocco, Egypt, Cyprus, Russia, India, China, Peru, Brazil.**
- Projects:
 - **Viable education for the labor market through Innovative Mechatronics Integronics vectors**
 - **Mechatrec Cluster - Vector Integrator Competitiveness, Innovation and Eco-Efficiency, for High-Tech Mechatronics Industry**
 - **Through practice you have future**
- Transnational collaborative directions: **Automotive, Measuring and dimensional control equipment, Developing projects in intelligent high-tech areas under Horizon 2020 and other programs with economic agents from abroad; creating consortia for RDI project proposals and their implementation in international programs; creating partnerships and international consortia for investment**
- Development directions within "European Mechatronics Alliance at cluster level":
 - **Comprehensive and complex development of mechatronic and cyber-mixmecatronic systems in the field of intelligent automotive industry;**
 - **Advanced development of enterprises and intelligent industry (4.0) with intelligent telecontrol, telemaintenance, teleconfiguration and teleservice mechatronics devices and processes.**
- S3 EU priority areas: **Power generation / renewable sources, Nanotechnology & engineering**
- Emerging industries: **Digital Industries, Experience Industries**

“ROMANIAN TEXTILE CONCEPT”

1. INNOVATION, RESEARCH, DEVELOPMENT DEPT.



PN-III-P2-2.1-CLS-2017-0015
 "Developing the Innovation Capacity of the RTxC Cluster"

3. TRAINING, EDUCATION DEPT.



"Women in Power - Fostering the leadership and empowerment of women working in traditional sectors through education"

RTxC was established in 2011 and is active in the South and South East regions of Romania, with the headquarters in Bucharest.

Main goal – to increase the competitiveness of the members in terms of products, labour force, distribution and access to new markets via research and innovation, marketing & communication as well as education & training and **to support the sustainable development of the textile industry**



THE INDUSTRY

- Employees: approx. 3000
- Aggregated turnover: 73 mil. EUR
- Exports: 60 mil. EUR.
- Members: 0,5 % of the total number of producing textile companies in Romania, 1,5% of the number of employees and 1,70% of the total turnover of the Romanian textiles' companies.

www.romanian-textile.ro



2. MARKETING, INTERNATIONALISATION, COMMERCIAL DEPT.



4. PROJECT MANAGEMENT DEPT.



Integrated Cluster Services

ROHEALTH Association - The Health cluster



MEMBERS = 53

- ✓ Universities- 8
- ✓ R&D institutes- 4
- ✓ Hospitals- 4
- ✓ SMEs- 30
- ✓ NGOs- 2
- ✓ Public authorities- 1
- ✓ Individuals- 4

**More than 35 mil €-
common projects**

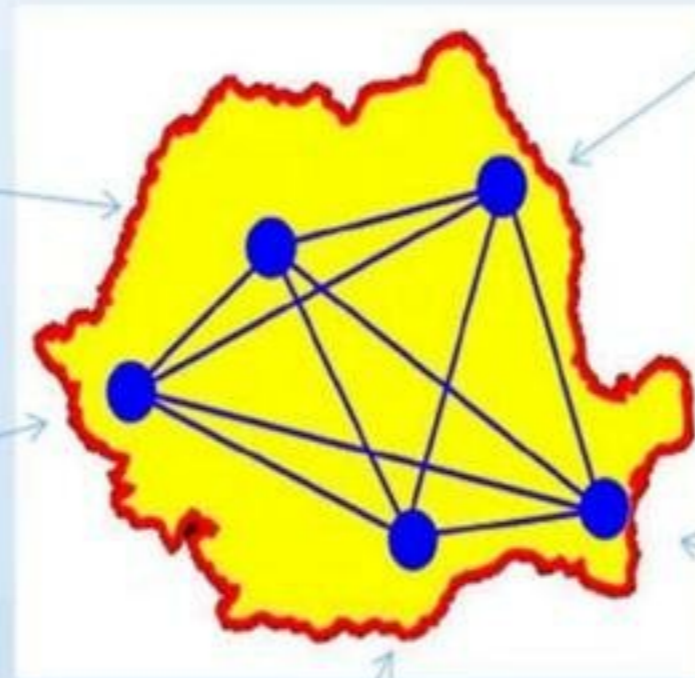
[Our website: https://rohealth.ro/en](https://rohealth.ro/en)



- Babes-Bolyai University
- Technical University of Cluj-Napoca
- Farmec SA
- Betak S.A.
- Chimica Group

CLUJ NAPOCA

2016 - 2018 - 2020



TIMISOARA

- West University of Timișoara
- ETA2U

IASI

- National Institute of Research & Development for Technical Physics (IFT)
- All Green SRL
- Interelectro Iasi SRL
- Polytech-CTT-Technical University Gheorghe Asachi

CONSTANTA

- Universitatea „Ovidius”

BUCURESTI

- University of Bucharest - Faculty of Physics
- National Institute for Research and Development in Microtechnologies (IMT)
- National Institute of Materials Physics (NIMP)
- National Institute for Laser, Plasma & Radiation Physics (INFLPR)
- Vegacomp Consulting SRL
- Beia Consult International SRL
- Zirom S.A.
- PLASMA JET SRL
- Dositracker SRL
- Policolor SA
- Magurele City Hall

Contact:
Cristian Cristescu - Communication Manager
Email: cristi.cristescu@gmail.com
Magurele, Atomistilor 405A, 077125 Ilfov, Romania

<https://drifmat.ro/>

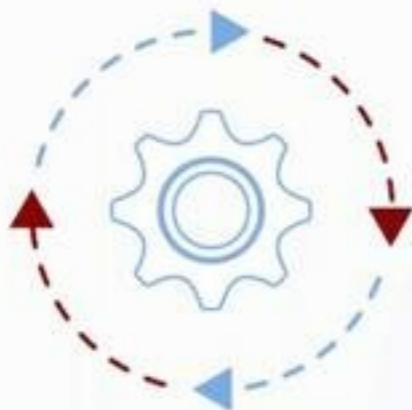




Smart Transylvania

Common initiatives - regional network of organisations

Northern Transylvanian Clusters Consortium





TRANSYLVANIA CREATIVE INDUSTRIES CLUSTER- CICT



Advertising, architecture, arts, crafts and antiques, design, fashion, film, electronic games, theater and other arts.



TRANSYLVANIAN FURNITURE CLUSTER



One of the most representative associative structure in Romania, organized on the value chain of the furniture industry

ROMANIAN NEW MATERIALS CLUSTER



Promoting initiatives in the new materials industry.



AGROTRANSILVANIA CLUSTER



The highest performing Agro-Industrial Cluster in Romania

TRANSYLVANIA IT CLUSTER



The largest IT&C cluster in Romania, the orchestrator of Transilvania DIH



TRANSYLVANIA IT CLUSTER



TRANSYLVANIA ENERGY CLUSTER



Hydropower, Solar energy, Wind energy, Biomass, Biofuels, Geothermal energy, Related services.

- More than 15 initiatives developed between cross-sectoral collaboration (with minimum 2, 3 clusters)
- Collaboration for the development of Digital Transformation Strategy of Cluj-Napoca Municipality 2021
- Transilvania DIH - good practice example at European Level - (the report of recommendations issued by the European Cluster Expert Group of the European Commission)
- Alternative public policy proposals by the 3 gold label clusters
- Annual organization of the Transylvanian Clusters International Conference
- More than 800 companies from all sectors represented

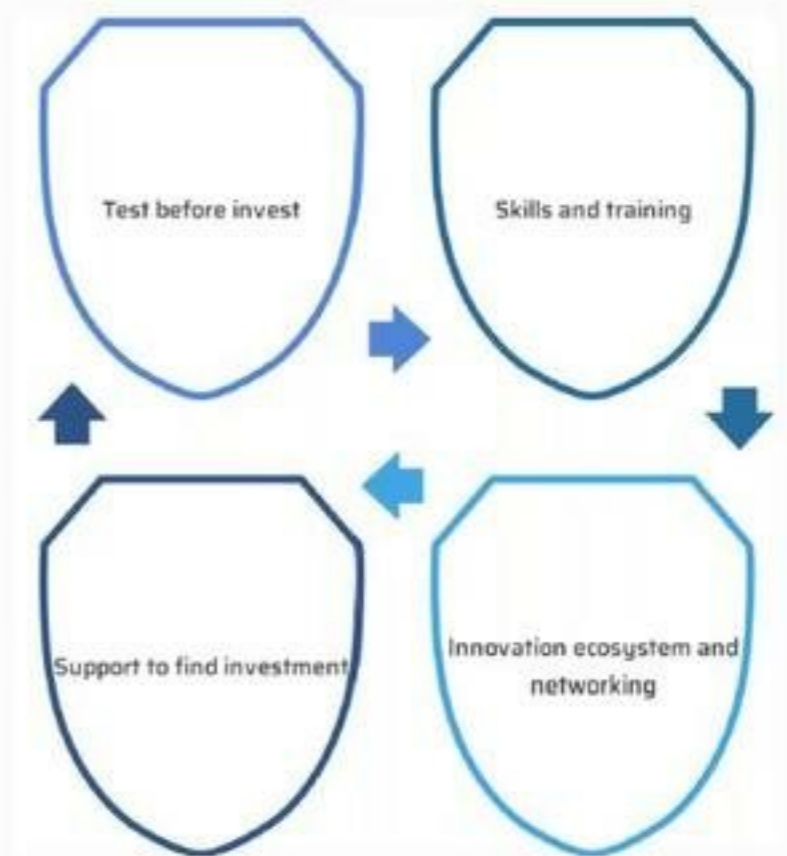




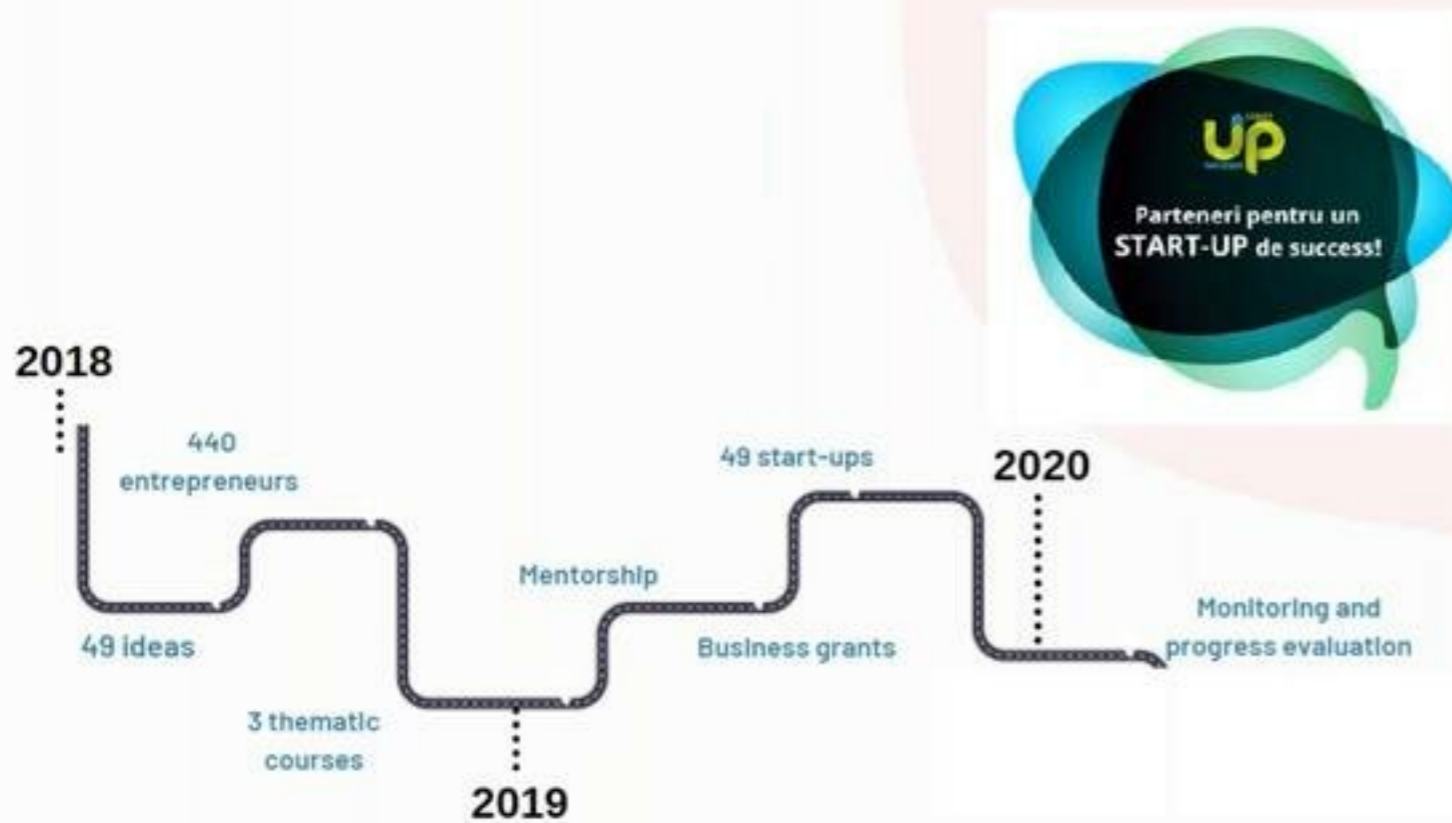
Transilvania

DIGITAL INNOVATION HUB

Transilvania DIH's long-term vision is to contribute through its structure and mechanisms to the transformation of industries and public sectors through the strategic incorporation of technical and technological progress, digital innovations in their strategies and processes and the integration of society through participation and development of digital skills of the future.



The development of entrepreneurial skills and support of business initiatives in the North-West region of Romania.



CIVITTA



"Fostering Single EU Market, Grabbing Third Countries Markets"

COSME – Clusters Go International

Canada // South Africa // USA // Egypt

Main objectives:

- ambassadors in each target country
- collaboration agreements with third country partners
- business agreements concluded by SMEs with local companies



Cluj Future of Work

The purpose of the project is to create a working ecosystem for current and future jobs in the city with the design of a technologically, secure, ethical and sustainable future. The aim of the project is to develop strategic skills for business digitization, managerial and strategic skills for business owners and employees exposed to automation phenomena and the creation of new value chains for existing and emerging digitization-based industries.



This project represents the largest pan-European network of Digital Innovation Hubs funded by the H2020 program and aims to support SMEs in Europe by providing robotics and automation solutions in manufacturing companies, providing them with services such as: "Test Before Invest", Funding opportunities, the development of an innovative ecosystem and courses / trainings for the acquisition of technical digitization skills.



Creating tools for international representation of companies with Romanian capital by implementing public policies aimed at supporting medium and long-term economic development, starting from the promotion and support of a pilot program

Pre-event

Cluj Future of Work: Custom design product skills
Innovative Clusters:
Product Development Workshop Conclusions
Cocktail

Main day

Open Discussions
Plenary Session
Keynote panel: Industries skills dynamics
Parallel sessions

Agribusiness Skills: Getting ready for business of the future
Collaborative Competences Fueling Urban Transformation: UIA SPIRE Baia Mare Experience
Entering New Markets - Gaining new skills
REFLOW: Circular cities - Transition models and eco-business potential
Gaming Industry: Growth, Trends and Forecasts
Networking

Day 2

Digital competitiveness//Policy & instruments//DIH
Matchmaking
Closing Remarks



Antonio Novo

President of the European Clusters Alliance & Clusters.es. Member of the European Expert Groups "Industrial Forum" and Clusters. Managing Director of the Cluster IDiA.



Ulla Engelmann

Acting Director Networks & Governance
at European Commission

Transylvania Cluster Consortium 2014



Green Energy



Health & Tourism



Agrifood



IT & Creative



Packaging-Typography-Design Regional Innovative Cluster



Industry



SMART & SUSTAINABLE



01 INCUBATED COMPANIES



CLUSTER HOUSE

06 8 REGIONAL CLUSTERS



ACCELERATED STARTUPS 02



SOCIAL ECONOMY 05 INCUBATOR

03



MORE THAN COWORKING!

iNNOHub



LOCAL BUSINESS 04 SUPPORT ORGANIZATIONS

Topic

Topic

CLUSTER SOCIAL INCUBATOR
MANAGEMENT STARTUP
ECOSYSTEM ACCELERATOR
DEVELOPMENT COWORKING



WE WORK FOR A LIVABLE REGION!



BUSINESS INCUBATOR

SFANTU GHEORGHE, CENTER DEVELOPMENT REGION
ROMANIA

CLUSTER HOUSE



DIGITAL INNOVATION HUB



The Ecosystem of our DIH

