



***MINISTRY OF ECONOMY
TRADE AND BUSINESS ENVIRONMENT***

**ROMANIAN INNOVATIVE
CLUSTER POLICY**

**GENEVA
12 May 2011**



Industrial Policy documents

- The current cluster policy paper elaborated in the frame of a bi-lateral cooperation agreement between the German Government (represented by GTZ) and the Ministry of Economy, Trade and Business-General Directorate for Industrial Policy and Competitiveness was implemented by ZENIT company. (2009)
- The Industrial Policy Document 2011-2013 has a chapter dedicated to cluster (economic agglomeration) and innovative cluster/competitiveness cluster (triple helix model)
- The National Reform Program-chapter Industrial Policy and the Annexes
- InovCluster project - the Sectoral Research Plan for Industry-Guide for implementation the innovative cluster concept in Romania



CLUSTER DEFINITION

- “Clusters are geographic concentrations of interconnected companies and institutions, in a given field. Clusters comprise a group of related industries and other entities important in terms of competition. These include, for example, suppliers of specialized inputs such as components, machinery and services, or providers of specialized infrastructure. Often, clusters extend to different downstream channels and customers and laterally to manufacturers of complementary products and the industries related by skills, technologies or common inputs. Finally, some clusters include governmental and other institutions - such as universities, standards agencies, think tanks, vocational training providers and employers - to provide specialized training, education, information, research and technical support ” Michael Porter
- At EU level, innovative clusters are considered the "engine" of economic development and innovation, they represent a framework for business development, collaboration between companies, universities, research institutions, suppliers, customers and competitors located in the same geographical area (local , regional, national, trans-national). (see EU Strategy 2020 –Initiative An Union of Innovation; Initiative Industrial Policy in the Globalization Era; European Cluster Conference 2010 www.proinno-europe.eu/clusterconference2010)

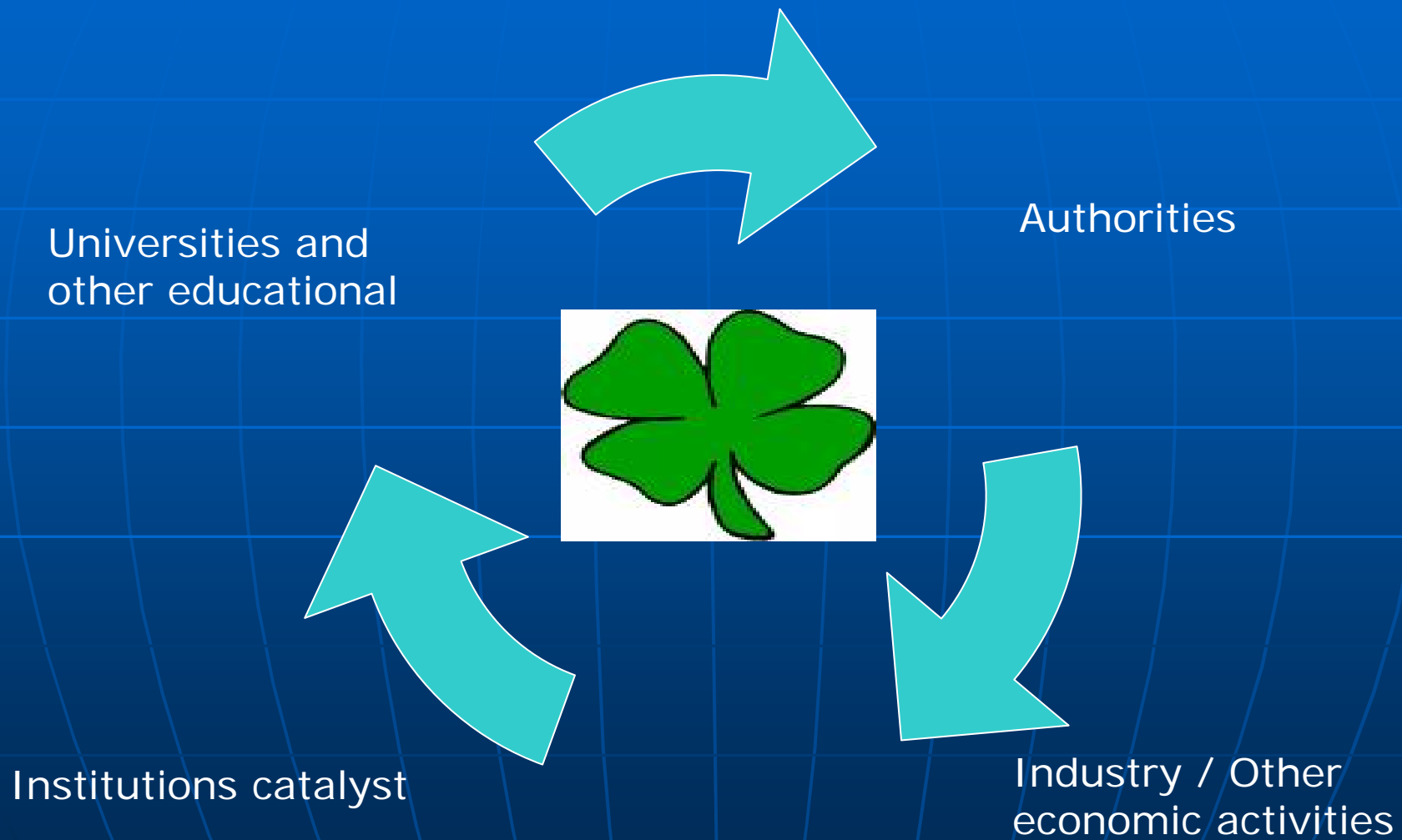


Partnerships existed in Romania

- Industrial parks-49 different industrial parks with 760 companies and 52.000 employees ;
Collaboration with the Ministry of Interior Affairs
- Scientific and Technological Parks
- Business incubators (RENITT and UNDP networks)
- Poles of excellence
- Competitiveness clusters/innovative clusters
- Clusters(economic agglomerations)
- Networking, spin-off etc



Actors in the "Four clover" Romanian model

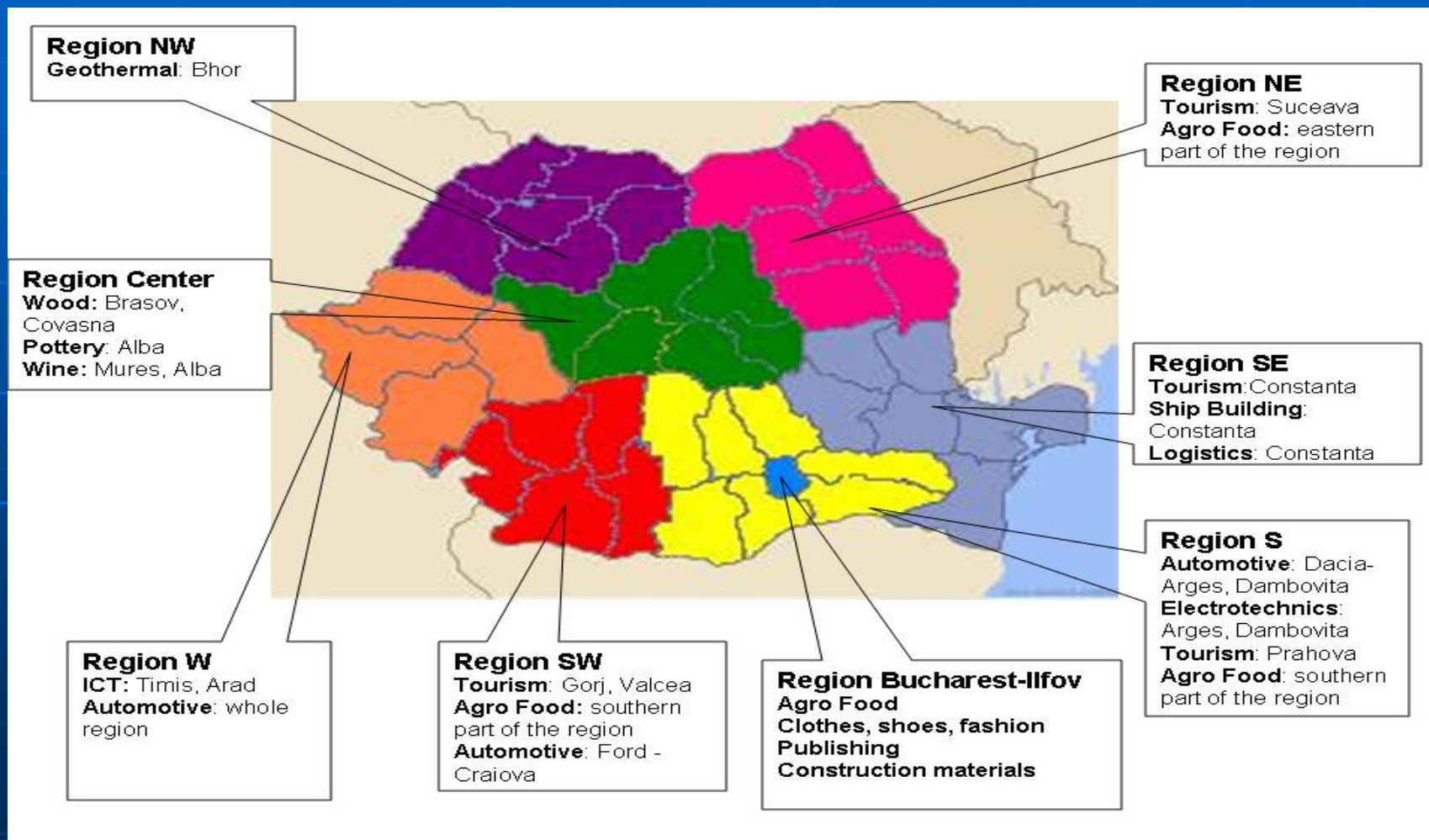




Romanian Cluster Mapping

- The clusters recognised in the cluster mapping (elaborated by GTZ-Germany) represent a good basis for pre-identifying both national elite clusters and regional clusters. The study recommends to apply a simple set of indicators. Such as:
 - share of employment in the cluster relative to total industrial employment in Romania /region
 - Number of firms in the sector relative to total number of firms in RO/region
 - Export value of the sector as compared to total national/regional export value
- The “bottom up” approach –at regional level (a number of innovative clusters appear in several regions such as ICT, furniture, textile-clothing, automotive, agro-food, tourism, renewable energies and one “unique” cluster in maritime sector)

POTENTIAL CLUSTERS IN ROMANIA





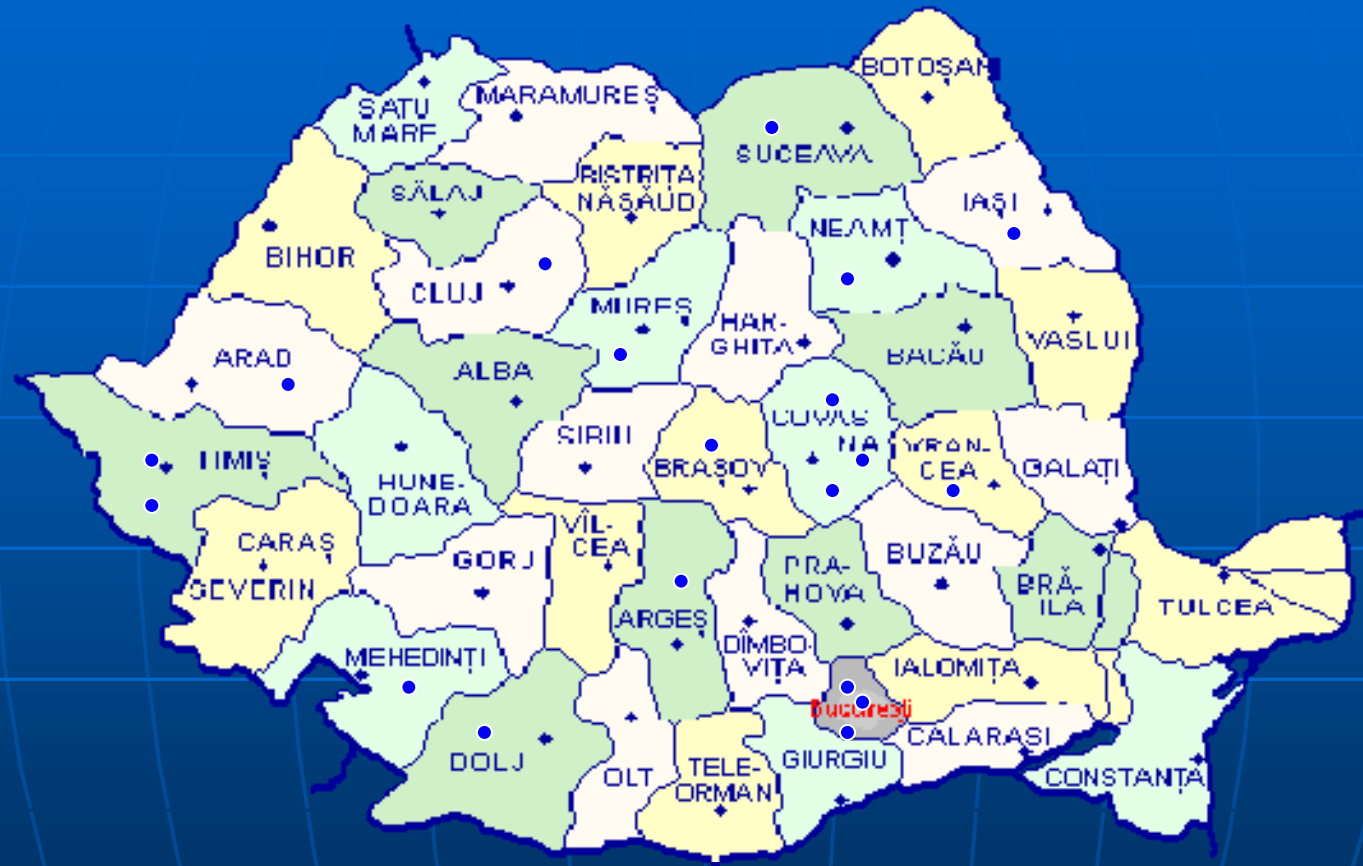
Romanian Cluster-Tool for recovery at regional level



- The global crisis was a catalyst for change, an opportunity to leap forward in a more entrepreneurial and innovative way
- Clusters are a source of employment creation at regional/national level
- Clusters are part of strategies to boost regional competitiveness and regional development
- Clusters stimulate innovation, help companies to find resources, knowledge and technology and facilitate ideas to be turned into business opportunities



Cluster Mapping in Romania 2011



Currently Romania has a total of 19 innovative clusters (with an agreement of collaboration) and by the end of 2011 other 4 innovative clusters in aviation, shipbuilding, renewable energies and automotive will be created.



Main Innovative Clusters in Romania

	CLUSTER	Field of activities	COD POSTAL	City	STREET	CONTACT PERSON
1	AUTOMOTIVEST Regional cluster	Automotive	300054	Timisoara	5,Proclamatia de la Timisoara	Raluca Cibu Buzac T: +40 746156513 E-mail: raluca.cibu@adrvest.ro
2	ICT Regional Cluster	ICT	300054	Timisoara	9, Republicii Boulevard	Codruta Nicolescu T: +40 741163700 E-mail: codruta.n@aries-tm.ro
3	Dacia Renault Cluster	Automotive	110194	Pitesti	BI D5 Banu Maracine	Adrian Sandu T: +40 726307979 E-mail: acarom@acarom.ro
4	PRO WOOD Regional Wood Cluster	Forestry and Wood industry	520064	Sfantu- Gheorghe	4, Presei	Bagoly Miklos Levente T.+40 722367547 E-mail: bamil@mondoimpex.ro
5	Green energy cluster	Renewable energies	520064	Sfantu- Gheorghe	4, Presei	Vajda Lajos T: +40 551090944 E-mail: vajda@asimcov.ro
6	TURINN Cluster	Sustainable and innovative tourism	220037	Drobeta Turnu Severin	1, Caluga- reni	Prof.univ.dr.Mirela Mazilu T: +40 252329191 E-mail: mirelamazilu2004@yahoo.com



Main Innovative Clusters in Romania

7.	Agro-Food Regional Cluster	Agro-food	310017	Arad	5, Closca	Simona Haprian T:+40 730188293 E-mail: expo15@ccia-arad.ro
8	ELECTROPRECIZIA Electrotechnical Cluster ETREC	Automotive Mecatronics Electro-technical	505600	Sacele-Brasov	18, Parcului	Ion Marculescu T; +40 726389368 E-mail: atpe@electroprecizia.ro
9.	ASTRICO Textiles Cluster	Textiles	617410	Savinesti	2, Uzinei	Serban Stratila T:+40 726300481 E-mail: office@astricone.eu
10	Furniture Cluster	Furniture	540314	Tg.Mures	2, Caprioarei	Aurica Sereny T: +40 744535047 E-mail: apmr@apmob.ro
11	Agro-Food Cluster Bucharest	Agro-food	013813	Bucharest	6, Ion Ionescu de la Brad	Zaharescu Dorin T: +40 744823288 E-mail: pactmar.executiv@gmail.com
12	Tourism Regional Cluster	Tourism	5800	Suceava	15-17 Universitatii	Carmen Chasovschi T: +40 722702010 E-mail: carmen@chasovschi.ro

Main Innovative Clusters in Romania



13	ELINCLUS Innovative Cluster	Electronics	700050	Bucharest	Politechnics University	Ioan Plotog Tel. 0040-21-3169633 E-mail: ioan.plotog@cetti.ro
14	REN ERG Cluster	Renewable energies	520064	Sf.Gheorghe	4, Presei	Mihai Pocanschi-Director ADR Tel. 0040740099016 E-mail: planificare@adrcentru.ro
15	ICT –Regional Competitiveness Pole Oltenia Cluster	ICT	200130	Craiova	12, Stefan cel Mare	Gabriel Vladut T:+40 722715604 E-mail: office@ipacv.ro
16	Geothermal Energy Cluster	Geothermal energy	400111	Cluj Napoca	2, Sextil Puscariu	Marius Cristea T: +40-0264-431550 E-mail: marius.cristea@nord-vest.ro
17	Cluster Traditions Manufacture Future TMV Sud Est	Textiles	620133	Focsani	Bdul Bucuresti nr.12	Lidia Herescu T: +40 731130527 Email: lidia.herescu@romconf.ro
18	REGIOFA Cluster	Woodprocessing Furniture	535600	Odorheiul Secuiesc	6, Str Parcului	Hadnagy Zsuzsanna Tel 0740611140; 0266 218101 E-mail: zsi1969@yahoo.com www.regiofa.ro
19.	Romanian Textile Concept Cluster Bucharest	Textile Clothing Footwear		Bucharest	270 Calea Mosilor	Adrian Bajenaru Tel 0722218121 E-mail: adrian.bajenaru@tanex.ro



The role of public authorities

- Cluster development is a market driven phenomenon following a bottom up approach where an entrepreneurial mindset is a key ingredient
- Public authorities can play a role in supporting cluster development (cutting down administrative hurdles, promoting national platforms for information-sharing, support schemes – public funds and structural funds etc)
- The role must not be confused with “governance” of clusters (see collaboration agreements and partnerships as well as identifying business opportunities)
- Coordination of the activity of clusters within regional Projects (ADC; SEE Program; Danube Strategy) and European projects (CIP; INTERREG IV C, PC 7 etc)
- Facilitate the exchange of best practices with EU Member States (France, Germany, Sweden, Italy, Hungary; Slovenia etc) and candidate countries (Croatia, Macedonia etc); Norway, Japan



Directorate for Industrial Policies (current activities related to clusters)

Databases for benchmarking clusters using

- The European Cluster Observatory Mapping Database that is a diagnostic tool to identify clusters (employment data; export data; an innovation index etc)
- The Monitor Global Cluster Mapping Database

Collaboration in a consortium for a Cluster-based economic strategy within SEE Project (3rd call)

Collaboration with ROCA(Romanian Cluster Association) for Cluster studies

Cluster Management –training courses in partnerships with Clusterland Austria; General Electric-centre in Munich, CIP call etc

Support for SME participation in clusters by further implementing the recommendations made in the SBA revised

Financing of the clusters (exchange of best practices with Poland; Norway, Hungary etc)

Participation of clusters at international events/fairs for networks and internationalisation

Ministry of Economy, Trade and Business Environment

THANK YOU FOR YOUR ATTENTION!

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