



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

**INDUSTRIAL POLICIES BASED
ON INNOVATIVE CLUSTERS IN
ROMANIA**

September 2011



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 –COM 546/6.10.2010 Initiative “An Union of Innovation”; COM 614/27.10.2010 Initiative “Industrial Policy in the Globalization Era”; COM 652/2008 World class clusters in EU; European Cluster Observatory; European Cluster Alliance (ECA); www.wire2011.eu 20-21 October 2011 Warsaw Poland



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- Directorate for Industrial Policies 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 Business Environment -Industrial Policy based on innovative clusters and the Annexes
- InovCluster project - the Sectoral Research Plan for Industry-Guide for implementation the innovative cluster concept in Romania
- Romanian Export Strategy 2010-2013

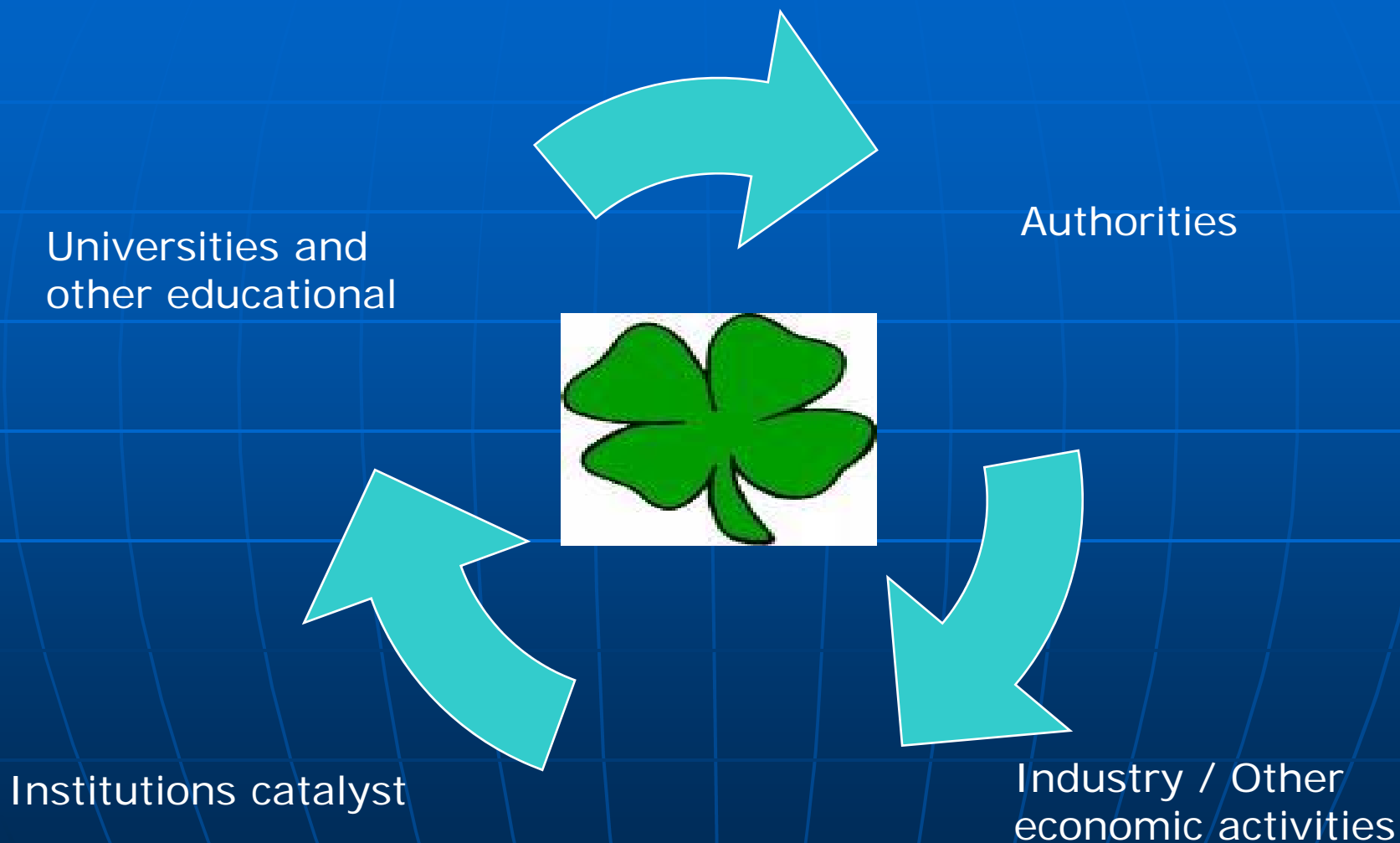


Partnerships existed in Romania

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



Actors in the "Four clover" Romanian model

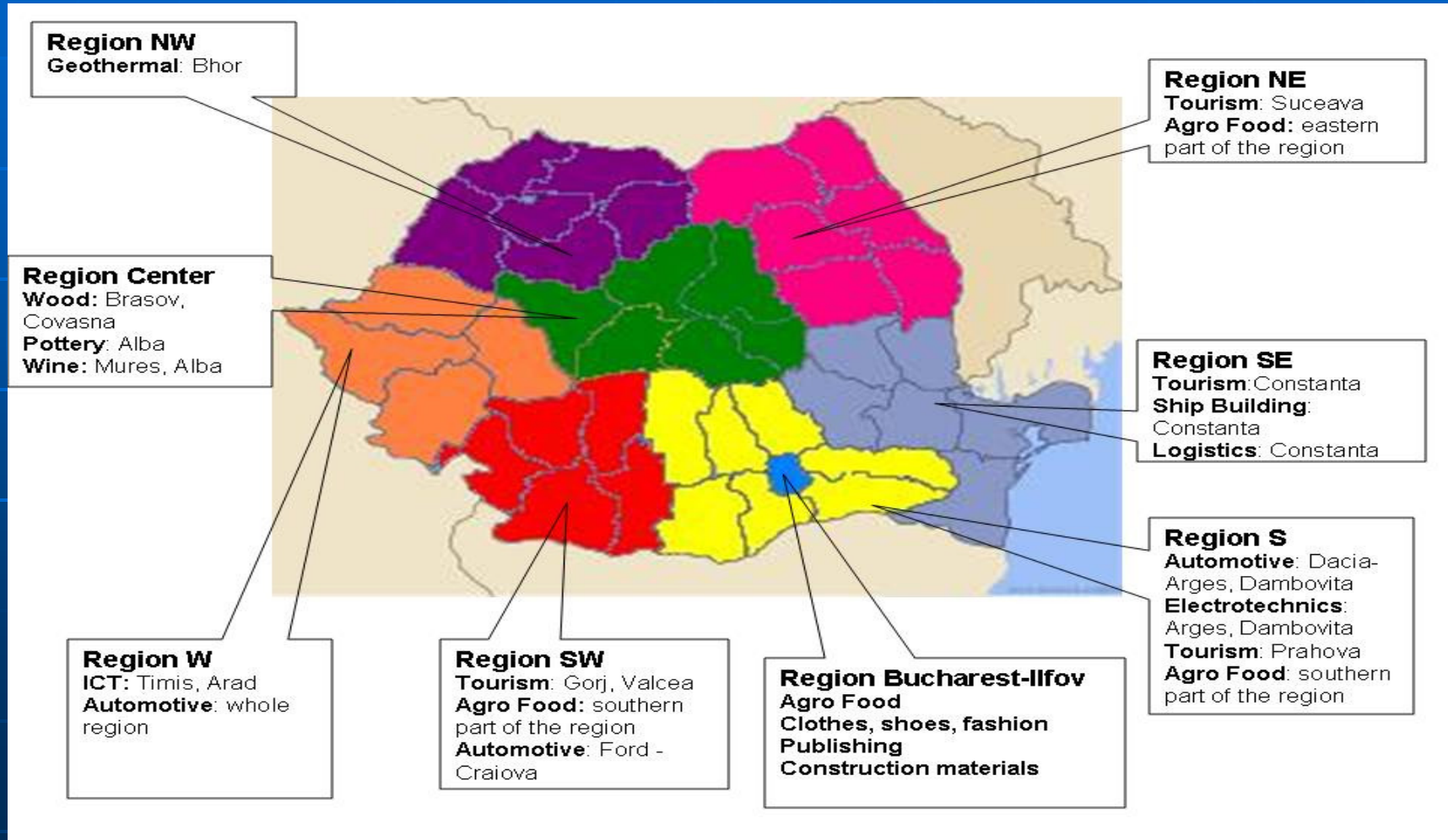




Romanian Cluster Mapping

- 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 appeared in several economic areas such as ICT, furniture, textile-clothing, automotive, electronics, agro-food, tourism, renewable energies, maritime and aviation)

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 24 innovative clusters with agreement of collaboration and with cluster management association



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 biomass cluster	Renewable energies	520064	Sfantu-Gheorghe	4, Presei	Vajda Lajos T: +40 751090944 E-mail: vajda@asimcov.ro
6	TURINN Cluster	Sustainable and innovative tourism	220037	Drobeta Turnu Severin	1, Calugarieni	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	Transylvania Aerospace Cluster	Aviation	50010 7	Brasov	53, Republicii Street	Werner Braun T: +40 728484484 E-mail: office@tac-ro.ro www.tac-ro.ro
12	Carpathian Tourism Cluster	Tourism	127366	Sarata Monteoru Buzau	Str.Principala	Juranda Kirschner T: +40 729836963 E-mail: info@monteoru.net



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	510093	Alba Iulia	12, Decebal Street	Mihai Pocanschi-Director ADR Tel. +40 - 0740099016 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	Romanian Water Cluster	Water energy	400111	Cluj Napoca	2, Sextil Puscariu	Marius Cristea T: +40-0755777037 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
20.	Geothermal Cluster	Renewable energies, services in tourism		Oradea	1, Piata Muncii	Marcel Bolos Tel. 0040 722159083 E-mail: marcel_bolos@yahoo.com



Main Innovative Clusters in Romania

21	CLUSTER MARITIM	Maritim fluvial	900559	Constanta	Bld. Mamaia, nr. 251-253, Constanta	Cristian IANCA Tel: +40 241650026 Fax +40 241 650028 Mobile 0735880300 Email: cristian.ianca@ronomar.org
22	ROSENC CLUSTER	Energii verzi	300030	Timisoara	Str. Piata Victoriei nr. 3, Timisoara	Vlad Stanciu Tel: 0726192315 Email: vlad.stanciu@rosenc.ro www.rosenc.ro
23	AGRO FOOD Regional Cluster	Agro-food	52006 4	Sfantu Gheorghe	4, Presei	Bako Zoltan Tel: 0728997923 Email: meotis@clicknet.ro
24.	AGRO FOOD Bucuresti	Agro-Food		Bucuresti	Bdul Ionescu de la Brad, sector 1, Bucuresti	Ion Pirna Tel: 0040/21-2693249 0040/021/2693250 Email: pirna@inma.ro



The role of public authorities

METB-Directorate of Industrial Policies



- 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 (Adriatic Danubian Clustering; 3rd and 4th calls South East Europe Program; Danube Strategy; Competitiveness and Innovation Program-CIP; Framework Program 7 etc)
- Facilitate the exchange of best practices with EU Member States (Hungary, France, Germany, Sweden, Italy; Slovenia etc) and candidate countries (Croatia, Macedonia etc); Norway, Japan



Directorate for Industrial Policies (continuation)



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 with ROCA (Romanian Cluster Association)

Cluster Management –training courses in partnerships with Spain, Austria, Denmark; 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 Hungary, Poland; Norway etc); Archidata Italy consortium;

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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