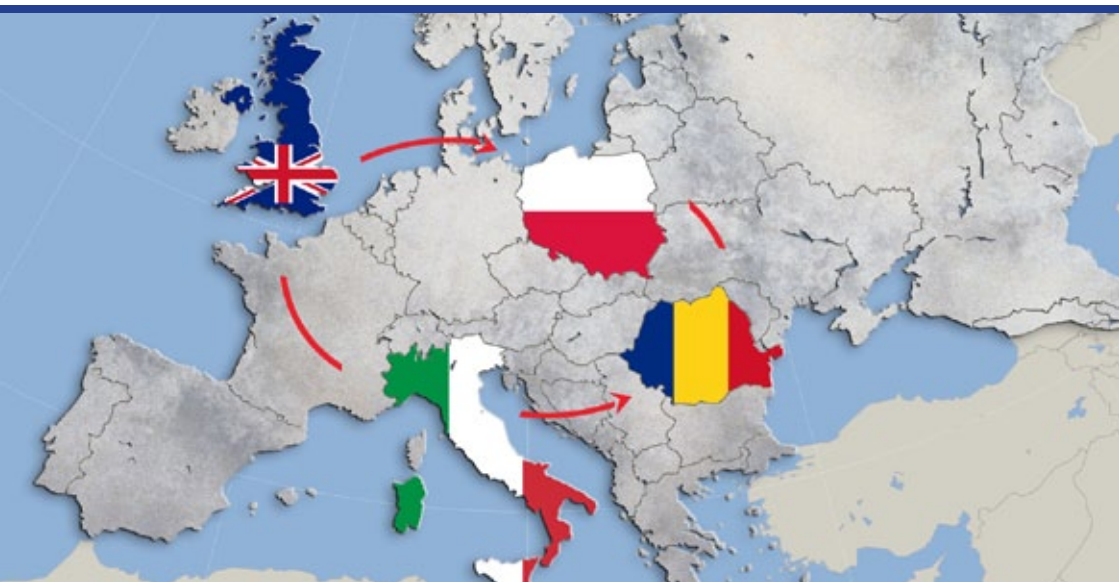


Project 0787R2 DISTRICT+

Disseminating Innovative STRategies for Capitalization of
Targeted Good Practice

Subproject “EAST_INNO_TRANSFER
Supporting Innovation and Fostering Knowledge Transfer in
the New EU Member States”



**IV. EXPERIENCES IN THE FIELD OF INNOVATION IN
BRASOV COUNTY, ROMANIA AND DISSEMINATION
ACTIVITIES ORGANISED WITHIN THE SUBPROJECT**

1. ACTIVITIES CARRIED OUT

The partners of the subproject EAST_INNO_TRANSFER (Teritorial Office for SMEs and Cooperation Brasov–OTIMMC- Lead Partner, Brasov Agency for Sustainable Development– ADDJB, Brasov Metropolitan Agency–AMB, Staffordshire University, Scuola Superiore Sant’Anna Pisa, Academic Entrepreneurship Incubator of Wrocław University of Technology) have participated from 11st to 15th February 2013 at the fourth training session in Brasov, Romania. Study visits were made as well to entities developing research, innovation and technological transfer activities in Brasov and Covasna counties.

The organizers of the event were as follows:

- Teritorial Office for SMEs and Cooperation Brasov - Lead Partner;
- Brasov Agency for Sustainable Development;
- Brasov Metropolitan Agency.

During the training sessions, the role of development agencies in implementing regional policies for research, development and innovation, knowledge exchange networks between public-private-academic sectors, innovation and new technology for a sustainable development were presented.



1. ACTIVITIES CARRIED OUT

Study visits were made to entities in Brasov and Covasna counties, in 7 Center Region:

Brasov Chamber of Commerce and Industry

<http://www.ccibv.ro/>



Regional Electro Technical Cluster
ETREC – Electroprecizia Sacele,
Brasov county

<http://www.clustero.eu/electroprecizia-electrotechnical-cluster-etrec>



Sfantu Gheorghe Business Incubator,
Covasna county

<http://incubatorafacericv.ro/>



Prejmer Industrial Park, Brasov county

<http://www.graellsilonchadministrareparque.com/castellano/home.php>



ICCO Industrial Park, Ghimbav, Brasov
county

<http://www.parc-industrial.ro>



2. EXAMPLES OF GOOD PRACTICE

2.1 BRASOV CHAMBER OF COMMERCE AND INDUSTRY (CCIBV)

The goal of CCIBV is to contribute to the development of a favorable environment for economic agents and to assist its members in their relation with local and central authorities and specialized organizations.

CCIBV's main objectives are as follows:

- mediating the relation between business and local and governmental authorities;
- providing information on funding opportunities and projects for businesses;
- offering a wide range of services for economic entities;
- collaborating with local institutions and authorities to initiate and conduct projects for sustainable economic development.

2.2 REGIONAL ELECTRO TECHNICAL CLUSTER - ETREC, SACELE

ETREC was established in 2010 and is located in Sacele, Brasov County. Săcele City Hall, Transylvania University of Brasov, 7 Regional Development Agency and Brasov County Council are some of its members.

The strategic development areas are as follows:

- motors, generators and electric drives;
- automotive electrical and electronic equipment;
- renewable energy;
- logistics and support services.

2. EXAMPLES OF GOOD PRACTICE

2.3 SFANTU GHEORGHE BUSINESS INCUBATOR

Sfantu Gheorghe Business Incubator is located in Covasna county and it was inaugurated in 2006, within „National Multi-annual Programme 2002-2012 for Establishment and Development of Technology and Business Incubators”.

The program partners were as follows: the National Agency for Small and Medium Enterprises and Cooperatives, the United Nations Development Program, Covasna County Council and Sfantu Gheorghe City Council.

The incubator is located in a decommissioned heating station building, being developed as office space, production facilities, conference hall and seminar rooms. In addition to setting the incubator, the mentioned program supported new enterprises in the early years of development, by offering low maintenance costs compared to market prices.

In the incubator, there are several operating *companies* in various areas such as: green energy, web design, media, clothing and textile industry, design, services etc., *associations* - Association of Incubators and Business Centers in Romania, Small and Medium Enterprises Association for Covasna County, and *clusters* for several domains: wood processing, green energy, agriculture and food industry, eco-tourism, textiles and garments, packaging/printing/design.



2. EXAMPLES OF GOOD PRACTICE

2.4 PREJMER INDUSTRIAL PARK



Prejmer Industrial Park, developed on an area of 839,000 square meters, is currently among the largest and most developed industrial parks in Romania, with a total estimated value of over 300 million euros. The park is located 15 km away from Brasov city, which is an industrial area with a strong industrial tradition in Romania. Prejmer Industrial Park also offers a wide range of products and services with a potential of over 10,000 jobs.

The park covers an industrial area structured as it follows:

- Small industrial area located in the hall for workshops helping large companies located in the park;
- The medium industry comprising companies in the metalworking, light industry, chemical industry;
- The major industry including metallurgical sector heavy industries, smelter.

Service and office area includes a business center equipped with offices, conference room, bank office, transportation office, office telecommunications and exhibition hall.

2. EXAMPLES OF GOOD PRACTICE

2.5 ICCO INDUSTRIAL PARK



ICCO Industrial Park, Greenfield, is located in Ghimbav, Brasov County, 7 km away from Braşov city. Its operation is based on a public-private partnership, allowing it to have a top speed response to the occurrence of any business opportunities.

The park has a significant socio-economic impact in the area considering the fact that at the beginning of 2013, the number of employees was 1850 and further increases are expected for the next period. In the park, major companies in electronics, printing, automotive etc. are functioning.

With an area of 39 hectares, the park provides the group of companies a technical basis for the transfer of new technologies associated predominantly to energy, but also experimenting with innovative ideas of business and management.

It features its own power station, modernly equipped to integrate other renewable energy sources as well. In the summer of 2012, in the park was implemented an energy management system, the first „smart grid” private project in Romania. The initial investment was of around 15 million euro, as the target for this system of „green energy” solar panels is to optimize the energy use and associated costs. In the next phase, the range of renewable energy technologies will be completed with the use of wind energy.

3. DISSEMINATION ACTIVITIES

During the subproject EAST_INNO_TRANSFER, each partner organized dissemination events in which the activities and results were promoted and various topics related to research, development and innovation were discussed.

3.1. DISSEMINATION EVENT ORGANIZED BY STAFFORDSHIRE UNIVERSITY

Subproject EAST_INNO_TRANSFER was promoted during the quarterly meeting run by the Enterprise and Commercial Development, Staffordshire University. During these meetings good practices are being disseminated, aspects regarding the ongoing projects, new cooperating opportunities and future projects are discussed.

The event took place on 24th October 2012 in Stafford and the audience was predominantly Enterprise and Commercial Development Enterprise staff working in applied research, consultancy and innovation and spin out companies.



3. DISSEMINATION ACTIVITIES

3.2. DISSEMINATION EVENT ORGANIZED BY ROMANIAN PARTNERS

Brasov Metropolitan Agency (AMB), in partnership with the Territorial Office for SMEs and Cooperation Brasov (OTIMMC) as lead partner and Brasov Agency for Sustainable Development, organized, on November 16th, 2012, at Brasov City Hall, a seminar: „Improving public policies for Research & Development & Innovation area in Brasov”.



This event presented the subproject and its activities and various aspects about policies concerning innovation, research, development, the importance of innovative clusters, present and future financing solutions were approached. Experts on innovation and technological transfer presented a series of examples of good practice from Brasov County, on behalf of each partner.

The event was attended by 33 people, combining representatives from local, county and national public authorities, representatives of the business, clusters, business incubators, industrial parks, Department of Statistics and the Chamber of Commerce and Industry Brasov.

3. DISSEMINATION ACTIVITIES

3.3. DISSEMINATION EVENT ORGANIZED BY SANT'ANNA SCHOOL OF ADVANCED STUDIES, PISA

Sant'Anna School of Advanced Studies, Pisa organized between November 16th to November 17th, 2012 in Cecina (Livorno) a two-day regional conference dedicated to the new trends and perspectives in the Tuscany region (the fourth edition of „Toscana Forum 2012”). During the conference, on November 17th, 2012 EAST_INNO_TRANSFER subproject, its objective, undertaken activities and results achieved so far were presented.

The event was attended by people from public authorities, confederations, business representatives, in Tuscany Region. The overall number of people participating in the two days of the conference was 90.



3.4. DISSEMINATION EVENT ORGANIZED BY ACADEMIC ENTREPRENEURSHIP INCUBATOR OF WROCLAW UNIVERSITY OF TECHNOLOGY

Academic Entrepreneurship Incubator of Wrocław University of Technology organized on the 30th January 2013, a dissemination event attended by representatives of business, government and researchers of Wrocław University of Technology, representatives of public authorities from local and regional level.

3. DISSEMINATION ACTIVITIES

During this event, the subproject and its activities were presented together with others various aspects of innovative academic entrepreneurship, the agreement between the Lower Silesian Innovation and Science Park and Academic Entrepreneurship Incubator of Wrocław University of Technology, innovation, research and development policies.



4. NEXT STEPS OF THE SUBPROJECT

In the course of action, until the completion of the subproject, new dissemination events will be conducted by each partner.

The main result of subproject – **the Transferability Handbook** will be finalized and presented at the Final Conference, to be held in Brasov from 8th to 9th April 2013. The Transferability Handbook whose first draft was discussed and amended at the meeting conducted in Brasov in February, will be based on efficient and innovative methodologies that will ensure transferability of good practices from more advanced regions (Tuscany - Italy, West Midlands - UK) to regions of the newer European Union Member States (Brasov - Romania, Lower Silesia - Poland).

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