

# CLUSTERIX 2.0

Interreg Europe

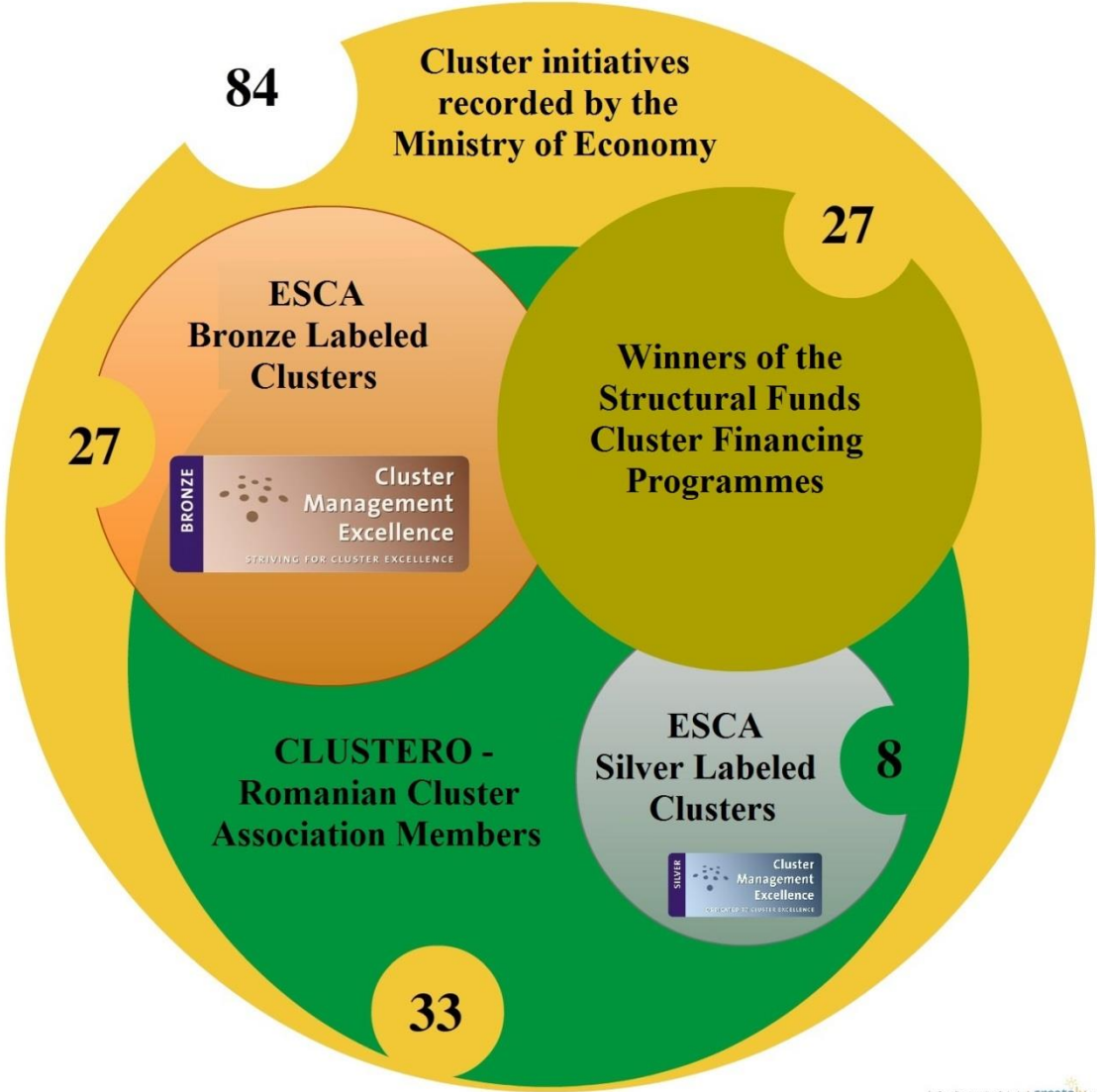


European Union  
European Regional  
Development Fund

## Intgrated Cluster Services



# **CLUSTER SITUATION IN ROMANA**





# **INNOVATION AND INTERNATIONALISATION FOR CLUSTER SMES**

# Challenges

## West: East Competitiveness Gap

- Bronze: 4:1 (ratio), Silver (35:14), Gold (55:30)

## Romania: modest innovator (Innovation Scoreboard 2014)

- Private R&D expenditures (38% EU average)
- Enterprises innovating in house (37% EU average)
- Product/Process Innovations in SMEs (17% of EU average)

# INTEGRATED CLUSTER SERVICES

# Case of Romanian Textile Concept



Activities RTxC

Outputs/Outcome

- Seminar Giurgiu, 02.02.16
- 7 company visits (jan- mar16)
- several cluster visits
- Support to RO-BG Project
- Improve Assessment Datsa
- 2 innovative start up projects (in progress)

- 18 participants
- 2 innovation audits
- 5 business reviews
- Silver Label Cluster Excellence
- 1 PA RO-BG, Dunareana - SCIAT





## Innovation Audit SIDERMA



## Seminar Giurgiu, 02.02.16

# Lessons learned

**A correct methodology leads to correct results**

**Team of consultant + cluster manager**

- Increase in the level of trust between cluster management and members
- Increase in number of members paying their membership fee

**Use of available funding sources**

- EEN

**Emphasis the importance of non-financial instruments**

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## Thank you!

Questions welcome



*Project smedia*