



UpGradeSME

Interreg Europe



UpGradeSME aims at improving the export performance of SMEs by exchanging on internationalisation policy instruments and tools increasing SME ability to export, gain new know-how and improve competitiveness.

www.interregeurope.eu/upgradesme

Policy Instrument Fact Sheet ROMANIA

An interregional cooperation project for improving SME competitiveness policies

Project Partners

Steinbeis Innovation gGmbH (DE)
San Sebastian Socio-Economic Development Agency Ltd. (ES)
Ministry for National Economy (HU)
Pannon Business Network Association (HU)
Business Development Friesland Foundation (NL)
Municipality of Leeuwarden (NL)
ADRAVE – Regional Development Agency of Vale do Ave (PT)
South Muntenia Regional Development Agency (RO)





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<p>POLICY INSTRUMENT</p>	<p>ROP 2014-2020, Priority axis 2 – "Enhancing the competitiveness of small and medium-sized enterprises", investment priority 2.2 –</p> <p>" Supporting the creation and the extension of advanced capacities for product and service development"</p>
<p>MAIN FEATURES</p>	<p>The Policy instrument addressed by the Regional Operational Program 2014 – 2020 intends to increase the competitiveness of SMEs and envisages measures to support SMEs older than 1 year to grow in the value chain, gain access to finance, assistance and new markets.</p> <p>In order to maintain and develop the competitive advantages, the main challenges faced by SMEs are related to the rapid adaptation to the market, continuous improvement of delivered products and services through technologic transfer and innovation, product built in services.</p> <p>Thus, ROP 2014 – 2020 will support companies with potential to develop/maintain its position on the market by supporting their business operations. In this context, ROP proposes interventions to support the access to international markets, by measures that are not limited just to provide support to participate to fairs and commercial missions, but are linked with actions related to adopting new business models, like investigating the markets of other countries, adapting products/services for certain markets, etc.</p> <p>The main objective of policy instrument is to improve the economic competitiveness by increasing the labor productivity of SMEs operating in the 10 competitive sectors identified by the National Strategy of Competitiveness 2014 - 2020. ROP 2014 - 2020 envisages interventions to support the access to international markets, through measures that are not limited to participation in trade fairs and trade missions but are combined with actions related to business modelling, such as knowledge of the markets of third countries, adaptation of products/services for certain markets, etc.</p> <p>Supporting SME competitiveness in the investment priorities involves measures to address the dependence of economic sectors, their ability to move up in the value chain, to have access to finance and markets, access to relevant know-how and business skills.</p>
<p>MANAGING AUTHORITY</p>	<p>Ministry of Regional Development and Public Administration</p>

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COOPERATING BODIES	South Muntenia Regional Development Agency
STAKEHOLDERS	Ministry of Regional Development and Public Administration All 7 county's Chamber of Commerce Private sector – SMEs representatives
UpGradeSME partners involved	South Muntenia Regional Development Agency
1st Improvements proposed	<p>An improvement proposed could include the reducing of bureaucracy for the application process and speed up the decision-making process. Also, the reducing of the period since the submitting of the proposal till signing the financing contract.</p> <p>Another improvement proposed would be intensifying the information and publicity activities of the program on many media channels.</p> <p>Another important point is to create a compartment within SMRDA that will function as one stop shop, which will include information services on the internationalization of SMEs.</p> <p>Also, MySMIS application to have a continuous functionality, without interruptions.</p> <p>Continuous training of the people who are using MySMIS application (Managing Authority, Intermediate Body, beneficiaries) could be an improvement proposed.</p>
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