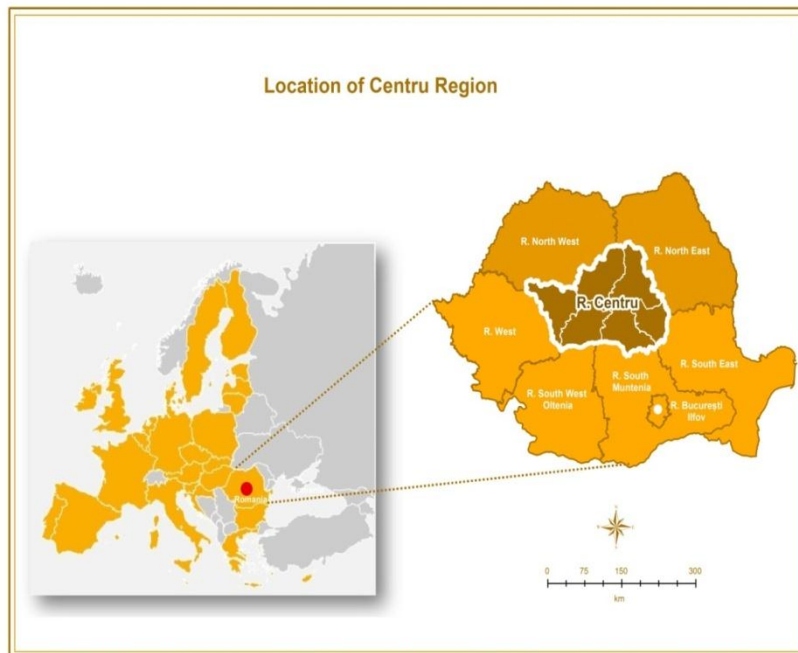


Centru Region – a part of the new Europe committed to modernization

- **Geography:** Location: Eastern Europe; Romania; Centru Region is crossed by the 46° N parallel and by the 25° E meridian;
- **Area:** size 34100 sq km
- **Territorial- administrative divisions:** 6 counties, 57 urban municipalities, 357 rural communes



Central Square in Brasov, the largest city in the region

- **Relief:** mountains, high plateaus, lowlands; minimum elevation: 210 m, maximum elevation: 2535 m;
- **Climate:** temperate continental
- **Land use (2013):** arable 21.9%, pastures 18.9%, hay fields 14.2%, vineyards and orchards 0.7%, forest 36.3%, water, other areas 8%
- **Natural resources:** natural gas, non-ferrous ores, construction raw materials, mineral water
- **Population:** 2.36 million inhabitants (2011 census); **Age groups:** 0-14 years (16.4%), 15-64 years (68.2%), 65 years and over (15.4%); **Rate of urbanization:** 58%;
- **Tertiary education:** 13 universities, over 52 000 students enrolled in the 2012/2013 academic year
- **Main cities:** Brasov (> 200 000 inhab), Sibiu (> 100 000 inhab), Targu Mures (> 100 000 inhab), Alba Iulia, Sfântu Gheorghe, Miercurea Ciuc (capital seats of counties)
- **Economy:** GDP/capita: 11,400 euro PPS (2011); GDP structure: services 44.9%, industry 39.1%, construction 8.3%, agriculture 7.7%.

Main driving factors: exports, foreign investments, dynamic SMEs sector



The two main sectors of economy: services and industry

- **Transport:** road network length (2013): 11 295 km, rail network length: 1329 km, 2 airports



- **Tourism:** Accommodation capacity: 60,597 bed-places (2014); Number of tourists: 1.9 million (2013) Overnights stays: 4.0 million (2013). Main types of tourism: mountain tourism, health tourism, cultural tourism, agritourism.



Some of the most visited tourism sites in Centru Region

General approach of the RIS3 design

We followed 5 principles when drafting our RIS3

- Building a strong regional partnership (both for the design and the implementation stage)
- Accurate assessment of the regional context of RIS3
- Correlation with the national strategies for innovation and competitiveness (if any)
- Setting up our priorities as realistic as possible
- Creating a monitoring mechanism

A multi level mechanism for RIS3 but equal treatment for each partner

- Coordination of the RIS3 design in our region was performed by the Centru Regional Development Agency
- Functional partnership and working groups
 - Regional Committee for Planning (40 members representing public administration at various levels, universities, clusters, chambers of commerce, unions, professional associations, NGOs)
 - Thematic working groups
- Decision-making mechanism for RIS3
 - RDA Centru is in charge with drafting the RIS3
 - The RIS3 priorities are settled by RDA Centru together with Regional Committee for Planning based on the draft prepared by RDA Centru
 - Finally, the Regional Board of Centru Region has endorsed the RIS3

Working groups, desk research → 1 regional diagnosis, 1 diagnosis of the regional RDI sector, 9 thematic analyses → list of strengths and weaknesses, 9 areas of excellence

Consultation process at regional level throughout the development of the Strategy: 3 expert panels, meetings with the relevant regional stakeholders, thematic surveys conducted, on line platform → list of objectives → strategic directions

Correlation with the priorities at national level, concordance with the EU priorities

RIS3 draft is endorsed by the Regional Committee for Planning

RIS3 is approved by the Regional Board of Centru Region

Main findings from the SWOT regional analysis:

Our regional strengths:

- 13 universities and other several research institutes and units
- Higher contribution of high added value economic sectors to the regional GDP
- Significant foreign direct investment (our region ranks 2nd after Bucharest-Ilfov Region)
- Regional exports increased very fast over the last 10 years (fourfold higher)
- Emerging clusters in the following fields: wood processing, biomass, mechanical&electrical engineering, food industry, IT
- High touristic attractiveness, diversified and widespread tourism potential, higher touristic inflow
- Significant potential for agriculture and for organic agriculture

Our weaknesses and current challenges

- Territorial constraints to the economic development imposed by mountainous relief
- Increased outward migration over the past 10 years, low employment rates, significant intra-regional disparities in terms of employment
- Rundown facilities for education and health in small towns and rural areas
- Deep polarization of the regional economy
- Poor diversity of services provided by the business support infrastructure
- Weak link between Research and Economy
- Unevenly spread tourism infrastructure
- Numerous small unprofitable agricultural holdings, ageing agricultural workforce

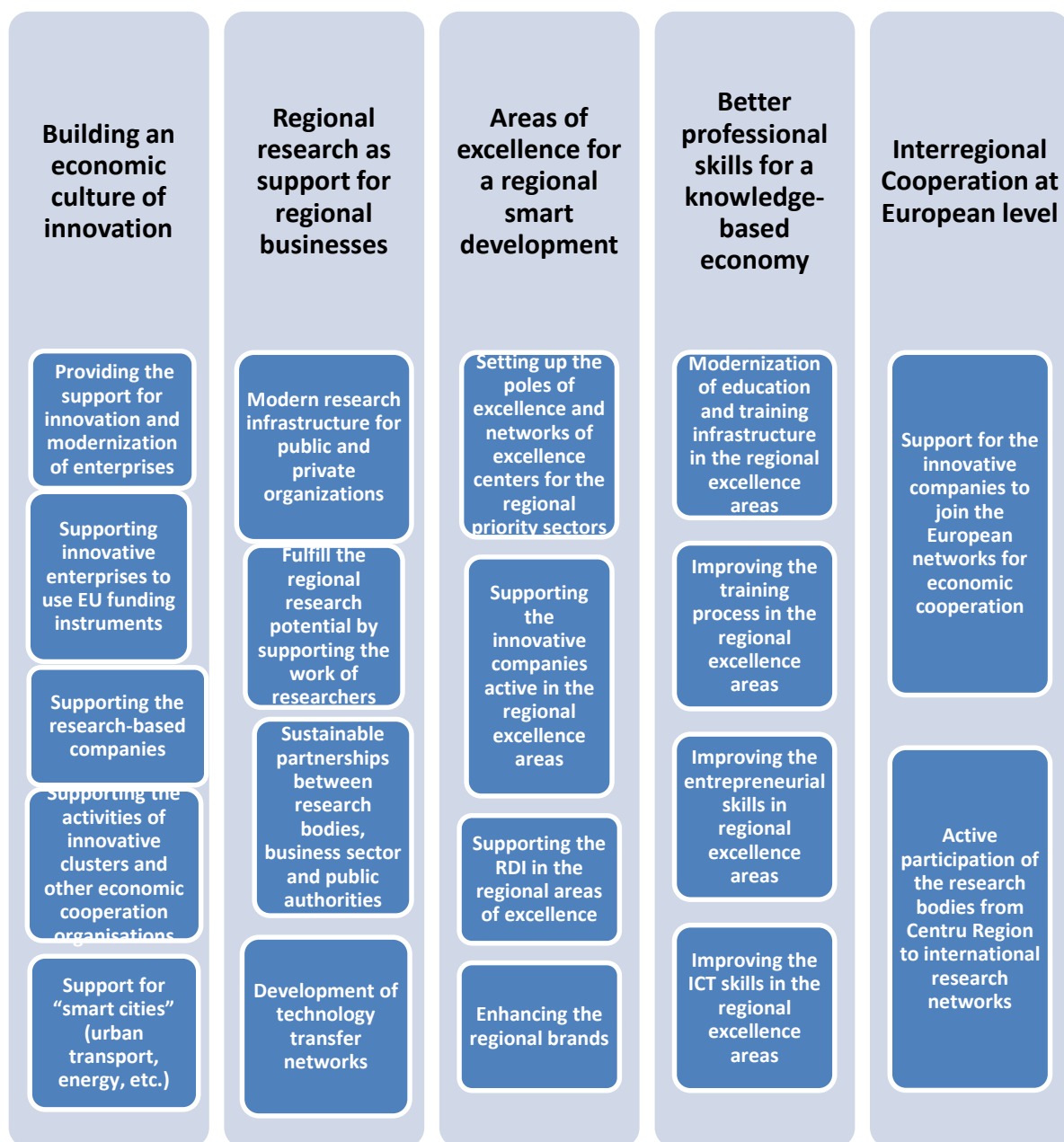
We checked the existence of critical mass and positive dynamics over the past years were the main criteria when selecting the regional areas of excellence (no. of companies, no. of employees, exports, research activities, tertiary education institutions). As a result of the regional diagnosis and of the expert panels, 9 fields were identified as our areas of excellence:

- ✓ Agri-food sector
- ✓ Forestry, Wood Processing and Furniture Industry
- ✓ Automotive industry and mechatronics
- ✓ Medical & Pharmaceutical Sector

- ✓ Textile and Clothing industry
- ✓ IT and creative industries
- ✓ Renewable energy and energy efficient buildings
- ✓ Aerospace industry
- ✓ Health Tourism & Eco-tourism

Setting up our RIS3 priorities

3 horizontal directions (I, II, V) and 2 specific directions (III, IV) for reaching our goals:



Next steps and next challenges for us

- Setting up an effective framework for RIS3 implementation
- Creating synergies and connections with other strategies and programmes
- Boosting the use of the available European Funds for RIS3 related projects
- Setting up an effective framework for RIS3 monitoring
- Better correlation with the national level
- Improving the outward dimension
- Shaping a communication mechanism for RIS3
- Stronger involvement of business community
- Building an innovation culture among the small and medium entrepreneurs
- Encouraging the researchers to be more market oriented