

# UpGradeSME

Interreg Europe



European Union  
European Regional  
Development Fund

## UpGradeSME Staff Exchange

**Lidia - Gabriela ILIE**

Expert

South Muntenia Regional Development Agency

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# 1. South Muntenia regional profile

- **Third largest region of Romania as surface**
- **Population – 3 million inhabitants**
- **Generates 13% of national GDP**
- **GDP/inhabitant – 6,400 Euro (placed 6th among regions)**
- **Structure of regional economy**
  - Agriculture – 8.01% vs. 5.70% national average
  - Industry – 35.49% vs. 28.37% national average
  - Constructions - 8.13% vs. 9.12% national average
  - Other services – 48.37% vs. 56.81% national average



# 1. South Muntenia regional profile

- **Strong geographic and economic disparities North – South**
- **5 universities (4 located in the Northern part of the region and one in the Southern part)**
- **Main economic traditional sectors**
  - Automotive industry (Dacia Renault)
  - Petrochemical industry
  - Metallurgy
  - Electrical and Electro technical industry
  - Agriculture
- **Main key drivers: agro food, tourism, renewable energy**
- **55,620 enterprises, out of which 88.22% SMEs**
- **353 innovative companies:**
  - 62% SMEs
  - 74% operating in Industry



## 2. South Muntenia Regional Development Agency

- SMRDA is a non – governmental, non–profit body, of public utility, with legal personality, operating in the field of regional development.
- The Agency`s headquarter is located in Calarasi Municipality.
- SMRDA `s activities cover all seven counties of the Region (Arges, Calarasi, Dambovita, Giurgiu, Ialomita, Prahova and Teleorman).



## 2. South Muntenia Regional Development Agency

➤ **Mission:** to foster a sustainable and balanced social and economic development of the region through the design and implementation of strategies and programs, investment attraction and active promotion of the region inland and abroad.



➤ **Main fields aimed by the regional policies and programs:**

- fostering the entrepreneurship and innovation
- balancing the labor market
- attracting inward investment
- development of SMEs
- improvement of infrastructure.

## 2. South Muntenia Regional Development Agency

### A. Programming

- Regional Development Plans (2004-2006, 2007-2013, 2014 - 2020);
- Regional Innovation Strategy 2008 – 2013;
- Contribution to National Development Plan 2007 - 2013 and Regional Operational Programme 2007-2013 and 2014 -2020;
- Regional Export Strategy 2006 – 2009 and contributed to the National Export Strategies for 2006 – 2009 and 2010 – 2013;
- July 2011 – Regional Development Plan 2014 – 2020;
- September 2015 – Smart Specialization Strategy of South Muntenia region;

### B. Implementing, monitoring and evaluation

- National funds;
- Pre-accession funds (PHARE programs);
- Structural funds (ROP 2007 - 2013, ROP 2014 - 2020);



## 2. South Muntenia Regional Development Agency

### C. EU projects implemented by SM RDA



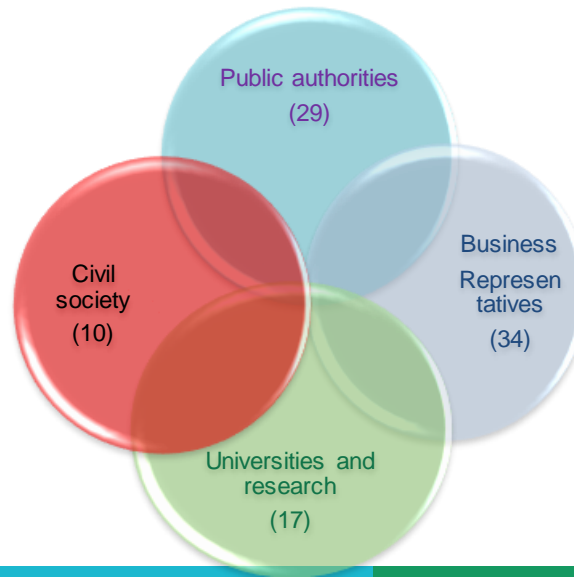


## 3.Regional Innovation Strategy 2008 - 2013

- Innovating South Muntenia project, funded by the 6th Framework Programme
- Prepared using the Triple Helix approach, on a bottom-up approach  
Transfer of know-how with Meta Group Italy and North West RDA (UK)  
Steering Committee , 7 Local Partnership Groups and 4 Thematic Groups
- Substantiated by 3 regional analyses
  - Innovation Demand Analysis of the Regional SMEs
  - Analysis of the Innovation Support System
  - Trends Analysis
- Cross-cutting themes
  - Promotion of entrepreneurship by the education system
  - Involvement of multinationales and banks in innovation funding
  - Brain drain

## 4. South Muntenia Smart Specialization Strategy

- Prepared in 2015, using the RIS3 Guide (6 stages), updated in 2017;
- Activated the EDP in the region;
- Used the Quadruple Helix approach – 90 organizations involved.



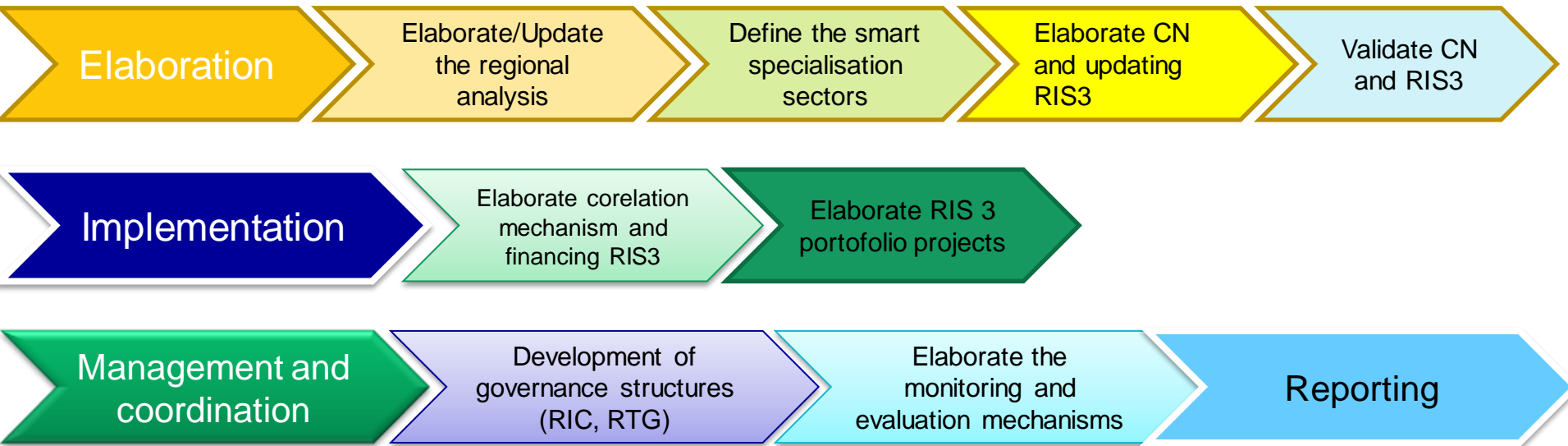
## 4. South Muntenia Smart Specialization Strategy

**Regional Partnership – 3 level – RPC – TWG – LPG**

- **7 meetings of LPG**
- **9 meetings of TWG**
- **1 meeting of RPC**
- **5 entrepreneurial focus groups;**

# 4. South Muntenia Smart Specialization Strategy

## The Strategic Proces of South Muntenia RIS 3



## 4. South Muntenia Smart Specialization Strategy

### Analysis of the smart specialisation sectors

#### **Economic specialization criteria**

1. Construction of vehicles, components and production equipment;
2. Agriculture and food industry
3. Tourism and cultural identity
4. Bioeconomy: development of circular economy
5. Smart cities
6. High technology industry

#### **Technological specialization criteria**

1. Robotics. Adaptronics, Mechatronics, Integronics
2. Biotechnologies
3. Micro and Nano electronics, Photonics
4. Nanotechnologies
5. Advanced materials
6. Advanced production processes
7. Content Management

#### **Scientific specialization criteria**

- 1 Agriculture, food sciences and fishing
2. Biology, biotechnology and Biomedicine
3. Chemistry and materials' science
4. IT&C, calculus and Imagistics
5. Physics, astrophysics and energy
6. Environment and sustainability

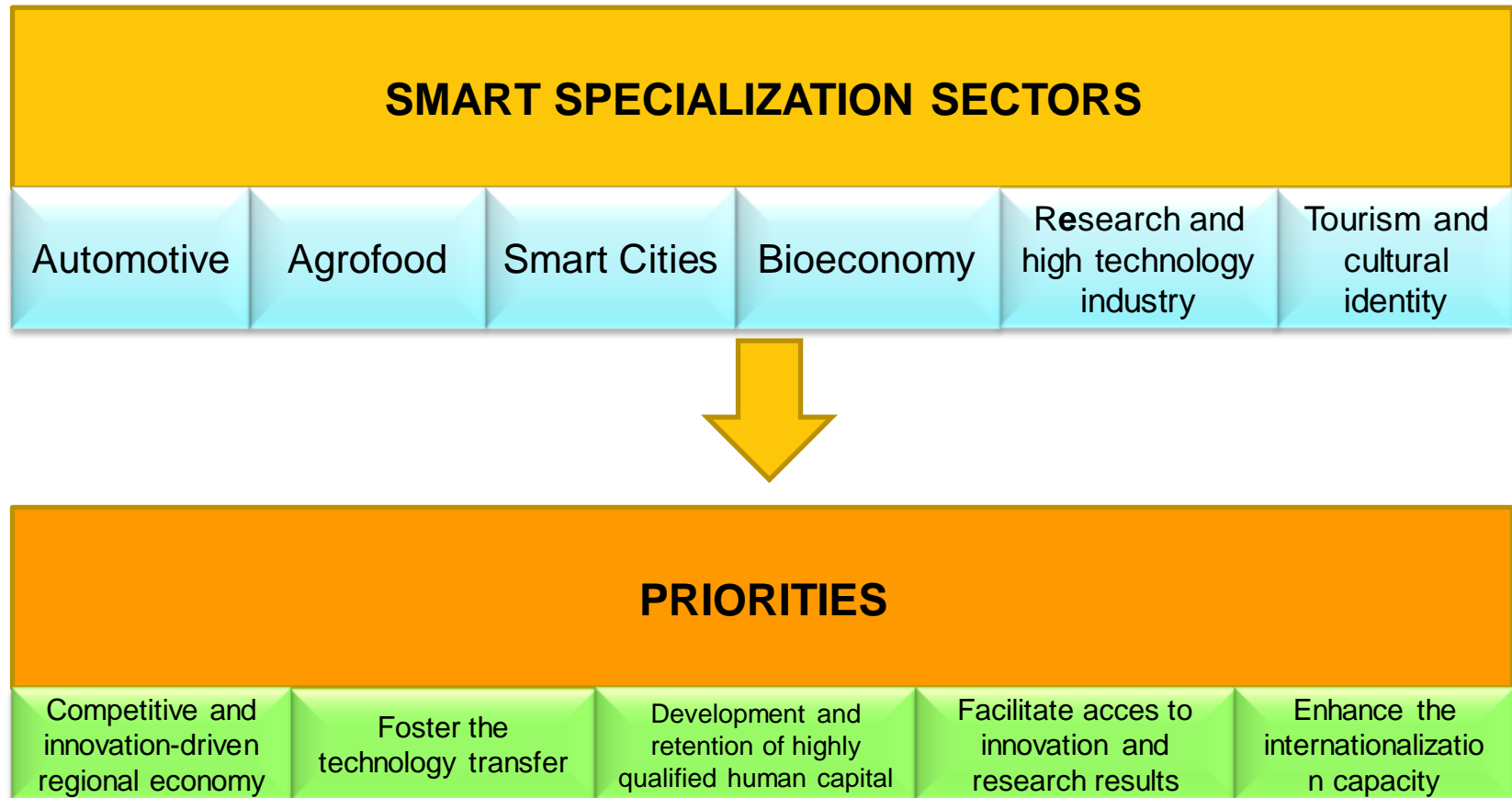
## 4. South Muntenia Smart Specialization Strategy

### Analysis the potential of the region

<b>Economic specialization</b>	<b>Activities of interest refers to smart automobile manufacture, sustainable and safe according to EU regulations, digitization of the manufacturing processes (smart automation), electrical equipment and smart manufacturing equipment, production of engines, components, parts, engineering, mechatronics</b>	
Scientific specialization in conjunction with technologies	Engineering, artificial intelligence Materials science Biology Environment and Sustainability	Robotics Mechatronics, Adaptronics, Integronics, digitization of manufacturing processes Advanced materials for vehicles Biofuel Vehicles and green technologies and energy efficient
Technological specialization	Capacities	Multidisciplinary STRIV Târgoviște National Institute for Oilfield Equipment - Ploiești IPCUP National Institute for Mechatronics and Measurement Technique Competitiveness Pole Auto Muntenia Cluster SPRINT Regional Cluster Mechatrec Regional Cluster Ind-Agro-Pol Renault Technologie ACAROM
Technological specialization	Technologies	Robotics Robotic equipment for measurement and control functions Nanotechnologies Nano-powders, Graphene Advanced Materials, Advanced Processes Sensors, automotive test tracks and benches
Reference Regions	Catalunia, Darmastad, Piemonte	

# 4. South Muntenia Smart Specialization Strategy

## The structure of South Muntenia RIS 3



## 5. Technology transfer in South Muntenia region

- **Support provided through Regional Operational Programme 2014 - 2020, Priority Axis 1 – Promoting technology transfer;**
- **South Muntenia Regional Development Agency – Intermediate Body for Regional Operational Programme 2014 - 2020**
- **Eligible activities:**
  - Development of innovation and technology transfer entities;
  - Purchasing technology transfer specific services;
  - Investment for SMEs to implement the result of a research and innovative results in partnership with an innovation and technology transfer entity.
- **Finance:** grants and financial instruments
- Financial allocation for South Muntenia region – 27.874 Mil EUR (ERDF+ state contribution)
- **Objective:** to foster the transfer of the research results into innovative commercial applications, thus having a strong impact on dissemination the research results into the market and contributing to the growth rate of diffusion of technology progress in the market and in the society, in generally, thus contributing to the implementation of EU 2020 objective, related to developing a knowledge based and innovation economy.
- **Beneficiaries and Target Groups:**
  - Innovation and technology transfer entities;
  - Scientific and technology parks;
  - SMEs in partnership with Innovation and technology transfer entity.



## 5. Technology transfer in South Muntenia region

- In order to substantiate the ROP Priority Axis 1 and to identify the beneficiaries for this priority axis, South Muntenia Regional Development Agency has prepared a Regional Framework Document (Concept Note) for South Muntenia Region;
- It was an activity based on entrepreneurial discovery process;
- For the 6 sectors of smart specialization sectors for South Muntenia region 5 meetings were organized with Thematic Regional Groups representatives between December 2016 – February 2017;
- 50 participants – representatives of :
  - Research and Development Institutes located in South Muntenia and in Bucharest Ilfov region;
  - Universities;
  - Clusters;
  - Entities for Technology Transfer;
  - SMEs
  - County Councils

## 5. Technology transfer in South Muntenia region

➤ On the 2<sup>nd</sup> of March 2017, South Muntenia Regional Development Agency, as Intermediate Body for ROP 2014-2020 has launched the call for Letters of Intent, in order to identify the expressions of interest from the potential beneficiaries interested to submit projects proposal under Priority Axis 1 – Promoting Technology Transfer

➤ **17 Letters of Intent received**, out of which :

- 10 letters – to create Technology Transfer Centres;
- 5 letters – to create Technology Information Centers;
- 2 letters – providing services for Technology transfer ;
  
- 8 letters – Enterprises;
- 2 letters – Research and Development Institutes;
- 2 letters – NGOs;
- 2 letters – Clusters;
- 1 letter – Entity of Technology Transfer;
- 2 letters – University.

## NEXT COOPERATION STEPS WITH SZI

- Co-develop project proposals for smart specialization, entrepreneurship and innovation management (next calls – Interreg Europe, Danube Programme);
- Transfer of know – how in the field of technological transfer –new concepts, (fab lab, living lab, business accelerators, etc), promoting TT;
- Enterprise Europe Network - Cooperate and co-organize brokerage events and meetings with EEN partners.



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***THANK YOU!***

