



Organisation for Economic Co-operation and
Development



Local Economic and Employment Development
Programme



City of Timisoara



CCIAT

Chamber of Commerce and Industry of
Timisoara

Clusters of Enterprises and the Internationalisation of SMEs: the Case of the Romanian Region of Timisoara

24 May 2004

Timisoara, Romania

Venue:

City Hall of Timisoara
Str. C.D.Loga, nr.1
Tel: +40 (256) 293605

Organisers:

**OECD LEED Trento Centre for Local Development, the City of Timisoara, the
Chamber of Commerce and Industry of Timisoara**

In co-operation with:

**The Central European Initiative-European Bank for Reconstruction and
Development, the Investment Compact, the Romanian Regional Development
Agency for the West Region**



General information

Participants

100 participants from Romania and various other countries. Representatives of the following groups will be participating in the conference:

- Regional governments and municipalities; government departments in various policy fields (e.g. SME sector development, regional development, European integration);
- Regional Chambers of Commerce and Industry, business associations and private enterprises, business incubators, business innovation centres;
- Banks, micro-finance institutions and credit guarantee funds;
- Academics and international experts.

Languages

Simultaneous interpretation will be provided in Romanian, English and Italian.

Site of the conference

City Hall of Timisoara
Str. C.D.Loga, nr.1
Tel: +40 (256) 293605
Timisoara, Romania

Hotels

Hotel Continental (40€ per night)
Bd.Revolutiei 1989 nr.2, Timisoara
Tel: +40 (0) 256 494144
Fax: +40 (0) 256 498237
Email: continental@hotelcontinental.ro or secretariat@hotelcontinental.ro
Website: <http://www.continental.ro>

Hotel Timisoara (38€ per night)
Str. Marasesti nr 1-3, Timisoara
Tel: +40 (0) 256 498 851
Fax: +40 (0) 256 499 450

Both hotels are within a walking distance from the conference venue.

To register and for further information please contact:

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DRAFT AGENDA

9.30 – 10.00 **Chair:** *Mr. Jonathan Potter, Senior Economist, OECD LEED Programme*

Welcome

Mr. Gheorghe Ciuhandu, Mayor of Timisoara

Opening

Mr. Cristian Petrovici, Director, Ministry of Economy and Trade
on behalf of Mr. Adrian Mitu, Deputy State Secretary, Ministry of
Economy and Trade

Mr. Emil Mateescu, President, Chamber of Commerce and Industry of
Timisoara, Romania

10.00 -13.00 **FOREIGN INVESTMENT, SMALL BUSINESS AND CLUSTER
DEVELOPMENT IN THE TIMISOARA REGION**

Foreign investment inflows usually have a positive contribution to economic growth and development, through the transfer of capital, new technologies and know how, and also by fostering entrepreneurship and job creation. The Timisoara region is amongst the most attractive regions in Romania as regards foreign investments by virtue of its geographic location, infrastructure, labour market specificities and economic strengths of the area. This session will analyse the role of German and Italian enterprises – the most important foreign investors in the region - in fostering SME development, the extent and characteristics of their co-operation with local enterprises. It will also debate the possibilities of cluster development and suggest policy options to facilitate co-operation, partnerships and networks of enterprises between local and foreign enterprises located in the region.

10.00-10.15 **German FDI and the role of German enterprises in fostering entrepreneurship in the region of Timisoara**

Mr. Klaus-Peter Marte, Head, Romanian-German Economic Club,
Consul, Consulate of Germany in Timisoara

10.15- 10.30 **Delocalisation of Italian enterprises in Timisoara: a real cluster?**

Mr. Antonio Majocchi, Faculty of Economics, University of Insubria,
Italy

10.30-10.45 **Comments:**

Ms. Orsetta Paladini, Chamber of Commerce of Veneto, Antenna
Veneto, Italy
"The example of industrial districts in the Veneto region, Italy"



Ms. Maria Grapini, Entrepreneur and Vice President of Chamber of Commerce and Industry of Timisoara
"Opportunities and obstacles for SME creation: the experience of local entrepreneurs"

10.45-11.15 **Comments and discussion:**

Representatives from Chambers of Commerce and Industry, Romanian Regional Development Agencies, local, national and foreign entrepreneurs

11.15-11.30 **Coffee-break**

11.30-11.45 **Prospects and challenges for cluster development in the Timisoara region**

Mr. Dragos Pislaru, Researcher at the Romanian Centre for Economic Policies (CEROPE)

11.45-12.15 **Comments:**

Mr. Horia Popa, Professor of Management, Polytechnic University of Timisoara

"How to improve the competitiveness of SMEs networks in the Timisoara area and the West Region?"

Mr. Sorin Maxim, Director, Regional Development Agency V for the West Region, Timisoara, Romania

Ms. Florentina Ionescu, Counsellor, National Agency for SMEs and Co-operatives, Romania

12.15-12.45 **Discussion**

12.45-13.00 **Policy conclusions**

Mr. Declan Murphy, Director, Investment Compact, OECD

Ms. Iasmina Geana, Director, Regional Policies Implementation, Ministry of European Integration, Romania

13.00-14.00 **Lunch**



14.00-16.00 ENTERPRISE FINANCING

This session will analyse whether there is finance gap for SMEs in Timisoara, whether local enterprises experience problems in financing their innovation needs and international activities and will examine how private, public and international institutions can respond to this need.

14.00-14.15 Access to finance for SME development in the Timisoara region

Mr. Ricardo Pinto, Stratagem Consulting International

14.15-14.30 The role of microfinance institutions in providing access to credit to SMEs in Romania

Ms. Glenn C. Moller, Deputy Director, CHF International - Romania
Ms. Tina Ohmann, Shorebank

14.30-14.45 SME difficulties in accessing finance: entrepreneurs' view

Ms. Corina Dragomirescu, Entrepreneur and Vice President of the Confederation of Private Entrepreneurs from Timis County
Mr. Radu Nicosevici, Entrepreneur and Chairman, Advocacy Academy Association

14.45-15.00 The experience of Italian co-operatives banks in fostering entrepreneurship and local development

Mr. Eugenio Napoleoni, Iccrea Banca, Italy

15.00-15.15 Comments:

Ms. Rodica Ramneantu, Director, National Fund for Credit Guarantee for SMEs, Timis Branch
Ms. Magdalena Gurzun, Director, MIRO Bank, Timisoara Branch

15.15-16.00 Round table discussion:

Moderator: Mr. Ricardo Pinto, Stratagem Consulting International

SME finance institutions, entrepreneurs' associations, Chambers of Commerce and Industry

16.00-16.15 Coffee break

16.15-17.30 INNOVATION, AN ESSENTIAL ELEMENT OF ENTREPRENEURSHIP AND CLUSTER DEVELOPMENT IN TIMISOARA

This session will provide examples of regional and local policies and instruments used to foster innovation and the development of high-tech industries. The debate will be structured around the following issues: How to increase the level of innovation in Timisoara region?



How can policy makers help develop the strategic links between firms and universities/research institutes? How can vocational training be adapted to innovations and technological change?

- 16.15-16.30 The innovation strategy for the West Region**
Mr. Nicolae Farbas, Scientific Director, National Institute R&D for Welding and Material Testing, Timisoara
- 16.30-16.45 Innovation through businesses and university/research institutes co-operation – Timisoara study case**
Mr. Nicolae Robu, Rector, Polytechnic University of Timisoara
- 16.45-17.30 Round table discussion**
Moderator: Ms. Ekaterina Travkina, consultant, OECD LEED Programme

Entrepreneurs' associations, Chambers of Commerce and Industry, Universities
- 17.30-18.00 Conclusions and closing remarks**
Mr. Gheorghe Ciuhandu, Mayor of Timisoara
Mr. Emil Mateescu, President, Chamber of Commerce and Industry of Timisoara
Mr. Jonathan Potter, Senior Economist, OECD LEED Programme

For further information, please contact:

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