

Development of Romanian clusters and results in medical and balneal-tourism field

Olga SURDU^{1,2}, Traian-Virgiliu SURDU², Viorica MARIN³, Sibel DEMIRGIAN³, Liliana STANCIU³ Monica SURDU⁴

1.EPSOLOR, MAS les Rantzau, Lorquin, France;

2.Ovidius University of Constanta, Faculty of Medicine;

3.Balneal and Rehabilitation Sanatorium of Techirghiol, Romania;

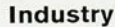
4.Emergency University Hospital of Constanta.

Development of Romanian clusters and results in medical and balneal-tourism field

- Aim - to present Romanian experience in the development of medical and balneal-tourism clusters.
- Material and methods - information from books and journals about clusters development and analysis and our own participating at nationals and internationals meetings.



Porter M. : 1990, 1994, 1998).



- ▶ ***“geographic concentrations of interconnected institutions and companies from a certain domain.***
- ▶ group of related industries and other important entities specialized input - components, machines and services-, suppliers or specialized infrastructure suppliers.
- ▶ ***key characteristics - value creation***
- ▶ **include** governmental institutions and other types of institutions: universities, standardization agencies, think tanks, professional training suppliers and employers' associations, which **ensure specialized training, education, information, research and technical support”**.

What Clusters are?

(Andersson et al. 2004)



- ▶ “**Critical mass*** of actors, resources, competences (in absolute terms) - **in relation to** cluster competitors in other regions - but also in relation to other cluster candidates in the respective region - **in order to sustain interaction** between the cluster actors in the long term and **to attract** new members with an existing interaction and cooperation of firms which carry marked features of both **competition and cooperation**”

* a size, number, or amount large enough to produce a particular result
(www.merriam-webster.com/dictionary)

What Clusters are? in Romania



- ▶ the planned and autarchic economy before 1989 was leading towards a certain type of clusters, namely the former **"industrial centers/platforms"**;
- ▶ the period after the 1989 was marked by a huge decrease of the industrial activity, by a relocation of resources and a repositioning of the economy;
- ▶ only after 2001 - a discussion about industrial concentrations makes sense;

What Clusters are?

Natural clusters and public clusters

The public clusters

(industrial parks, scientific and technological parks) have been established by law, but only few of them are realistically operative.

The natural clusters

are to be found by means of statistical and qualitative analysis. In different studies and research projects, several potential clusters have been identified in Romania.

Prospects and challenges for cluster development - possibilities for implementing the cluster model in Romania -
EED Conference, Timisoara, 24 May 2004 Dragos Pislaru

What Clusters are?

(Romania - government decision 918:2006)

(“Impact Program”)

- ▶ the cluster is **a group** of producers, users and/or beneficiaries, aiming **to implement** best practices in the EU in order **to increase** the competitiveness of economic operators.

Theoretical models of clusters

“the triple helix” model

Companies - representing the economic part of the cluster;
Universities and RDI entities (suppliers of innovative solutions, capable to the real needs of the companies that are part of the cluster);
and regional public authorities, etc.

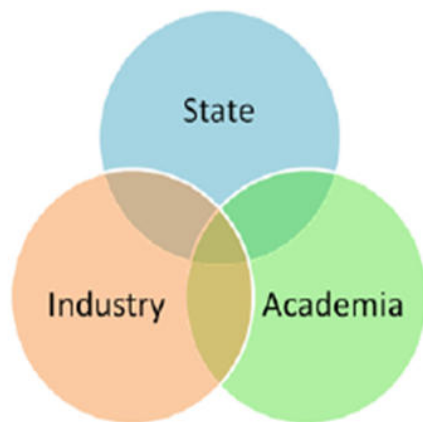
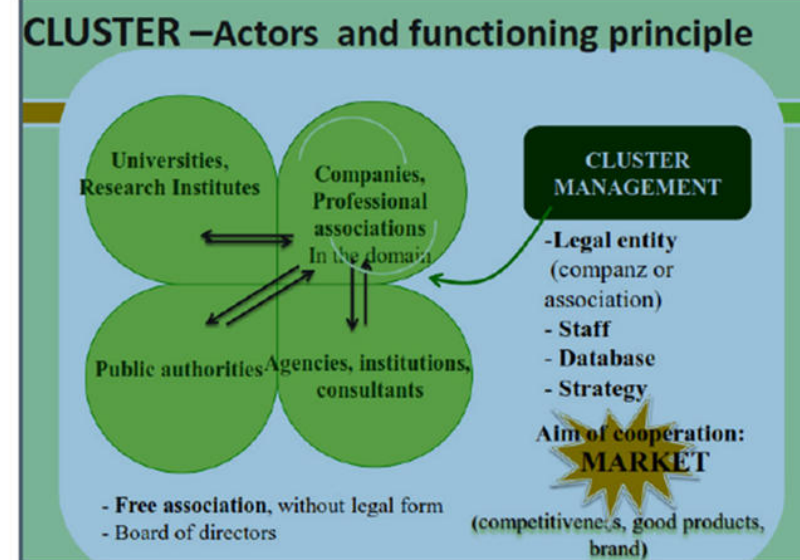


Figure 2: Triple Helix model

Source: Etzkowitz (2002, 2004), Etzkowitz and Leydesdorff (1998, 2000)

“the four clover” model

in Romania, there was a need for turning triple helix into a “four clover” model, the fourth actor being the **catalyst organizations** - consulting companies specialized in the technological transfer and innovation field, technological transfer centers, etc.



Source: Importance of innovative clusters in Romania, by Vajda Lajos, vice-president of the Association of Romanian Clusters

Public authorities

Since 2008 Ministry of Economy, Commerce and Business Environment (MECBE) General Direction of Industrial Policy carried out a wide effort meant to identify existing and emerging clusters

“Inov Cluster” Project (2008-2010), from the Sectoral Plan for RDI - to disseminate the concept of innovation clusters in Romania and the examples of good international practice, as well as to stimulate economic operators in creating and developing innovation clusters through creating specific instruments (guidelines, gateways, consulting services);

“cluster mapping” exercise (2010), developed by MECBE, with support from the German Agency for Technical Assistance;

generating potential competitiveness poles;

I. Public authorities.

Guideline for the implementation in Romania the concept of innovative cluster (2009)

GHID PENTRU IMPLEMENTAREA ÎN ROMÂNIA A CONCEPTULUI DE CLUSTER INOVATIV - PROIECT

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Education-Research-Development-Innovation entities

es to identify industrial concentrations similar to clusters and their needs

1998 - three “incipient” cluster forms for software manufacturing, naval engineering and wood industry (CISA (1998), Avantajul Competitiv al Regiunilor: Evaluare a Competitivității de țară.)

1999 three “proto-districts”, for the wood, textile and pottery industry

FERRARI, M.R., (1999), Small Enterprise Clusters for Local Development in Transition Context: the Case of Romania”, Bocconi University, Milan)

1999 - there are no functional clusters in Romania, regardless of the definition used (IONESCU, V., (1999), Supply-Side Strategy for Productivity, Competitiveness and Convergence between the CEECs and (in) the EU - Romania Case S

1999 - 2001 VICLI Projet - final report for Romania identified four potential clusters that emerged in: wood processing, pottery, printing and equipment

Virtual Clustering Identification and Dissemination of Strategic Territorial Planning Best Practices for Certain Countries of Danubian and Southern Europe)

2001 - 2004 WEID project - existence of potential clusters in two areas -footwear industry and sportswear (West-East Industrial Districts)

Education-Research-Development-Innovation entities

tries to identify industrial concentrations similar to clusters and their needs.

2003 - 2004 INCLUD project - some **potential clusters**: textile sector, software, wood processing, steel components and metal products, and some concentration of companies in the area of chemical industry, machinery and engines (Industrial Cluster Development)

CURAS Programme - results were not followed by a coherent supportive action (Clustering and Upgrading Romanian Automotive Suppliers)

2004 - 2005 FP6 Project "Romanian Days of Innovation" - to develop innovative networks at national level in the fields of ICT and biotechnologies (www.rodin.ro)

2005 - 2007 FP6 project "SPRINT" - to develop an innovative network of automotive suppliers in Romania (www.sprintnetwork.ro)

2008-2010 FP7 Project "Pro Wood" - aims at establishing an innovative cluster in the Region of Brasov - Covasna

Education-Research-Development-Innovation entities.
tries to identify industrial concentrations similar to clusters and their needs

Nowadays, clusters and cluster policies have begun to play an increasingly important role in the **economic and political environment** alike, being mentioned more and more often in relation to new development policies as an **easy solution for the complex problems of the economy.**

Cluster management practices in Romania and their impact on the development of local clusters - Gergely TÖRÖK

III. Catalyst organisations

- ▶ Clusters` formation was **fueled either** by **bottom-up initiatives** of companies, research institutions from related industries or **third parties organizations (catalyst) seeking financial gains from cluster management services or external funds**;
- ▶ Tool - European Cluster Excellence Initiative (ECEI) and its` guidelines;
- ▶ aim of the ECEI -
- ▶ development of methodologies and tools in order to support cluster organizations, to improve their capabilities in the management of networks and clusters;
- ▶ to analyse: the managements and the behavior of clusters during a longer period, following the changes of direction and different approaches in time;
- ▶ awarding different labels to clusters across the European Union;

III. catalyst organizations

Romanian clusters association (2011)

1. **The Economic pillar** (industry and/or services): a significant number of companies from the domain in which the cluster operates and organizations representing groups of companies (e.g. professional associations, etc.).
2. **The Education-Research-Development pillar**: universities, research institutes (or any other institutions that conduct research-development activities)
3. **The Public Authorities pillar**, at national (Ministries, etc.), regional (Agencies for Regional Development, county Councils), local level (local Councils, City Halls, etc.)

Amphitheatre Foundation (2000)

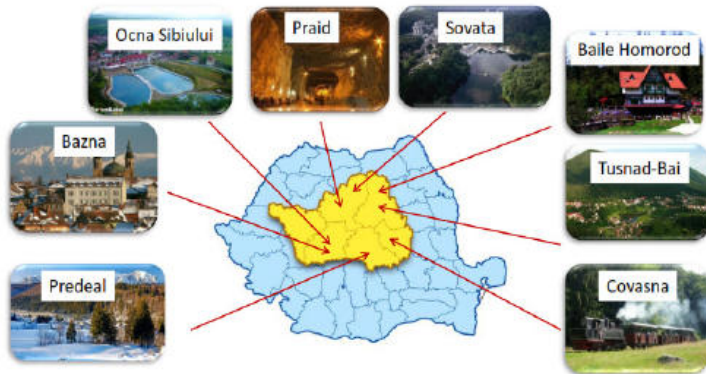
- ▶ have created, perfected and implemented structures, mechanisms and strategies that link the academic environment with specialists, public authorities with private companies, theory with practice.
- ▶ “identities” and “experiences” are vectors of communities’ development.
- ▶ key fields: creative industries, tourism, health, human resources.

III. catalyst organizations

Romanian clusters association (2011)

Balneotourism

in CENTER-RO Region

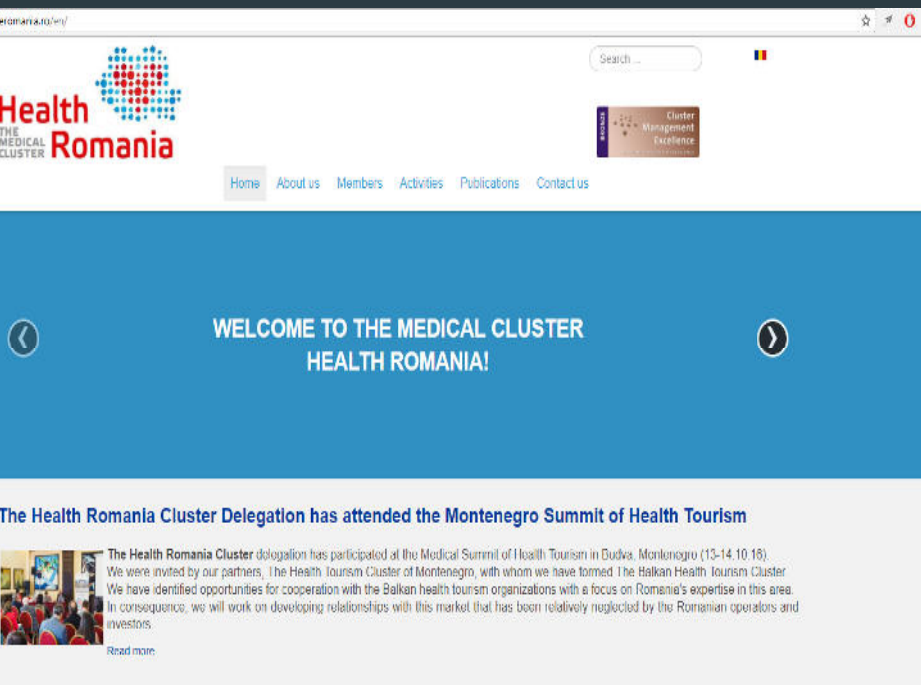


Source: Importance of innovative clusters in Romania, by Vajda Lajos, vice-president of the Association of Romanian Clusters

- ▶ 21 members - 45 clusters (2015);
- ▶ Regional tourism cluster - Bucovina Tourism Association;
- ▶ Low Danube Pro-Health Cluster;
- ▶ Balneotourism cluster Transylvania;
- ▶ Oltenia Tourism competitiveness Pole;
- ▶ Molecular and Structural imagery cluster of North-East region;

III. catalyst organizations

Amphitheater Foundation (2000)



- ▶ 67 members - 28 clusters and several programs, web platforms, events (2015)
- ▶ Romanian Centre of Tourism Resources (12 Regional Centres of Tourism Resources www.crr.ro)
- ▶ Health RomaniaCluster (www.sanatateromani.ro)
- ▶ Health tourism (www.turismuldesanatate.ro)
- ▶ Responsible tourism (www.turismulresponsabil.ro)
- ▶ Transylvania north-west regional cluster for balneo-tourism;
- ▶ 2014 think-tank - Balcanik cluster for Health Tourism;

Conclusions

- ▶ 2015 - 73 clusters, 2 catalyst organisations, several programs, platforms, etc;
- ▶ = looks like (more) theory, than (low) action;
- ▶ clusters are even too small to be (inter)nationally competitive;
- ▶ according to Andersson`s definition - **missing critical mass**

THANK YOU !

