

# **PROSESC Project**

**(Producer Services for European Sustainability and Competitiveness)**

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## **Seminar Workshop**

### **Timisoara, 18<sup>th</sup> May 2010**

**Proclamatia de la Timisoara, 5  
Council Room, 1st. Floor**

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## Project description

### The project entitled

„Producer Services for European Sustainability and Competitiveness” (PROSESC) is financed by INTERREG IVC programme.

### Project partners:

Stuttgart Region

1. University of Hertfordshire
2. National center for renewable energy and protection of the Environment (Slovenia)
3. Ministry for Innovation and Industry at the Government of Galicia
4. Pannon Novum West-Transdanubian Regional Innovation
5. Province of Torino
6. West-Regional Development Agency
7. Norfolk City Council

### Strategic Objective:

The overall objective is to help regional policy-makers to design and implement strategies to **increase the innovation** performance of European regions **in road transport sector** and to contribute to the overall sustainability and competitiveness targets of Lisbon and Gothenburg Agendas.

This shall be achieved by **improving regional public support schemes** for innovation-inducing producer services across Europe, **transferring the academic know-how** to regional policy-makers and by **stimulating the design of next-generation cluster** support policies.

This means, firstly developing a better understanding of the dynamics and effects of these services, implementing targeted schemes in to the existing and planned cluster support policies and advancing the synergies between services and manufacturing innovation.

The improved regional development policies shall **lead to improvements** in terms of the **environmental viability and sustainability of automotive manufacturing value-chains and end-products**.

### The project budget:

1.295.594,12 EUR (70.123, 00 EUR Represents West RDA budget).

### Duration:

1.11.2009-1.10.2012

## Agenda:

### 18<sup>th</sup> of May

- Event title:** Clusters and cluster facilitation
- Description:** Seminar workshop on clusters, concepts on regional agglomeration & general principles of cluster facilitation.
- 8:30 - 09:00** Receiving the participants [30 min]
- 9:00 - 09:10** **Opening speech [10 min]**  
**Mr. Constantin Ostaficiuc, Regional Development Council President**
- 9:10 – 09:20** Introduction [10 min]  
Keith Bevis and Reha Tözün
- 9:20 – 09:30** West Regional Development Agency presentation [10 min]  
Mr. Sorin Maxim, General Director
- 9:30 - 09:45** AUTOMOTIVEST cluster presentation [15 min]  
Ms. Raluca Cibu – Buzac, Automotivest Association President
- 9:45 - 10:00** Launching of [www.automotivest.ro](http://www.automotivest.ro) [15 min]  
Cristin Cistelecan, Head of Office for Investments, West RDA
- 10:00 - 10:15** MAHLE Romania (company) presentation [15 min]  
Mr. Catalin Tischer, General Manager
- 10:15 - 10:35** **Press Conference / Coffee Break [20 min]**
- 10:35 – 12:15** **Workshop Part I - Role of Cluster Development in Innovation**  
Speaker and moderator:  
Mr. John Murray, Director, Growthclusters – BG EOOD
- Clusters – what are they really?
  - Why are Clusters so popular?
  - Role of Clusters for Regional Economic Development
  - Driving them forward for innovation

The workshop session will be developed further with case studies and break out discussions

**12:15 - 13:00** Quick Lunch (at conference premises)

**13:00 - 14.00** **Workshop Part II - Clusters for the Bigger Impact**

Speaker and moderator:

Mr. John Murray, Director, Growthclusters – BG EOOD

Grades of Project

- Management
- “Quick Wins”
- Long-term Investment

After further break out discussions, John will sum up the two sessions

### **Bio - John Murray**

Originally from Blackburn, Lancashire – the birthplace of the Industrial Revolution – John is now based in Sofia, Bulgaria. During the 70’s he was in the Careers Service in Manchester; during the 80’s he ran his own business in the Yorkshire Dales (UK) and set up the First Youth Enterprise Centre in Britain; during the 90’s he was a Senior Director of 2 Regional Development Agencies (Lancashire and West London) as well as being Chief Executive of Business Link Liverpool and West London Chamber of Commerce. The whole of this last decade he has owned and managed 2 Consultancy Companies – one which specializes in Cluster Development Support. He has worked on 5 EU Cluster Projects and been Team Leader of the two Bulgaria Cluster Development Projects. He is keen on several sports, especially football, as well as walking in the Bulgarian hills and enjoys using any free time to visit new places. He has never visited Timisoara before!

## **Participants (Expected)**

<b>Mr. Constantin Ostaficiuc</b>	Regional Development Council President
<b>Mr. John Murray</b>	Director, Growthclusters – BG EOOD
<b>Mr. Catalin Tischer</b>	General Manager, MAHLE Romania
<b>Mr. Sorin Maxim</b>	General Director, West RDA Romania
<b>Mr. Reha Tözün</b>	Stuttgart Region Economic Development Corporation
<b>Mrs. Ingrid Eibner</b>	KLOK – Logistics Cooperation Centre
<b>Ms. Raluca Cibu-Buzac</b>	Director for Regional Policies & Internationalization

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<b>Mr. Corneliu Berari</b>	Head of Regional Projects Office, West RDA Romania
<b>Mr. Cristin Cistelecan</b>	Head of Investments Office, West RDA Romania
<b>Mr. Tamás Angster</b>	Pannon Novum West-transdanubian Regional Innovation
<b>Mrs. Viktória Szalay</b>	Pannon Novum West-transdanubian Regional Innovation
<b>Mr. Daniel Magyar</b>	Pannon Novum West-transdanubian Regional Innovation
<b>Mr. Zoltan Kabacs</b>	Meshining Engineering company (Hungary)
<b>Mr. Keith Bevis</b>	University of Hertfordshire
<b>Mr. Simon Coward</b>	Hethel Engineering Centre, Norfolk County Council
<b>Mr. Abel Tintos</b>	CEAGA
<b>Mrs. Annalisa Libré</b>	Province of Turin
<b>Mr. Jure Leben</b>	Government Office of Climate Change, Slovenia

## Accommodation details:

Hotel NH Timisoara 4 stars, <http://www.nh-hotels.com>

Price / room / night [single]: 74 Eur

Street Pestalozzi 1/a. 300115 Timisoara (Romania)

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E-mail: [nhtimisoara@nh-hotels.com](mailto:nhtimisoara@nh-hotels.com)

### NOTE:

Reservations will be submitted by West RDA Romania

Please send your preferences to [cristi.cistelecan@adrvest.ro](mailto:cristi.cistelecan@adrvest.ro)

