



AUTOMOTIVEST ASSOCIATION

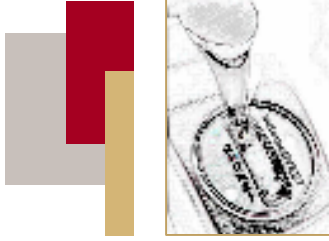
First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923

e-mail: office@adrvest.ro

web : www.automotivest.ro

ACTIVITY REPORT OF THE AUTOMOTIVEST ASSOCIATION - 2009 -



AUTOMOTIVEST ASSOCIATION

First automotivwe cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

CONTENTS

- Introduction - Presentation of the Automotivest Association

1) *Promotion, Communication and Internationalization Service* of the Automotivest Association

- Company visits
- Expression of Interest in becoming a member of the cluster
- Conferences
- Participation of the Automotivest Association at promotion events
- Experience exchange visits
- „Cross-border catalogue of Machine-Building / Automotive Companies West Region Romania - Banat Region Serbia”
- „ Cross-border study on Machine-building and Automotive Industries - West Region Romania and Banat Region Serbia”

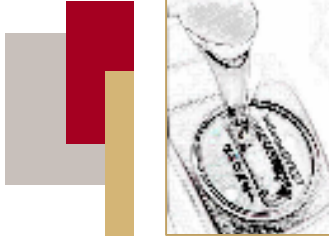
2) *Training Service*

- CNC Training
- Training for professional units
- Six Sigma Training
- Welding Training
- Training for Support Organizations

3) *Support for suppliers service*

4) *Projects:*

- “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector”, financed trough PHARE CBC Romania-Serbia 2004-2006 Programme
- „ WeSteer - Support Actions for the emergence of a research - driven automotive cluster in West Romania", financed trough EU's Framework Programme 7



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

Presentation of the Automotivest Association

The Automotivest Association is a, non-governmental and non-for-profit body, established in June 2007, with the mission of helping the members of the cluster-type network in the West Region to increase their market competitiveness. is the first automotive cluster in Romania.

The Association was created when the members of the Automotivest initiative committee joined forces , namely: the West Regional Development Agency, Timis Chamber of Commerce, Arad Chamber of Commerce, Timisoara Municipality, Arad Municipality , Polytechnica University Timisoara, “Aurel Vlaicu” University Arad, Interpart Production, Inteliform and Neferprod.

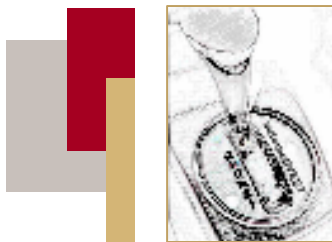
In June 2009, two companies from the machine building industry and automotive sector joined the cluster network, “Mahle Motor Components” company and „Mechanical Processing Centre Bocsa”company. Other five companies from the machine building industry and automotive sector expressed their interest in joining the Association in 2010.

The objectives of the Automotivest Association for the year 2009 were:

- to make operational of the cluster service package and
- to increase by 5% the number of regional suppliers for the automotive industry.

The services that Automotivest Association provides to the companies are:

- *Promotion, communication and internationalization*
- *Training and qualification*
- *Support for potential suppliers*



AUTOMOTIVEST ASSOCIATION

First automotivwe cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

1) Promotion, Communication and Internationalization Service of the Automotivest Association

The Promotion, Communication and Internationalization Service is one of the three services offered by the Automotivest Association to enterprises.

The objectives assumed for the year 2009 were:

- Organization of a minimum 30 visits to companies
- Increasing with 25 % of the cluster members
- Creation of a web page of the cluster (www.automotivest.ro)
- Elaborating of promotion materials

The promotion, communication and internationalization service offers the cluster the possibility of attracting new members in the network and making connections with companies from the machine building industry and automotive sector.

The objectives accomplished for the year 2009 are:

❖ COMPANY VISITS:

During January-December 2009, representatives of the Association Automotivest undertook numerous individual and group visits to companies from the machine building industry and automotive sector, trying to encourage them in participating in joint training sessions that the cluster network offers.

During 2009 were made 36 individual visits to companies from Western Region Romania. Because of these visits, the database was updated with companies and new contacts were established.

The Automotivest Association held on October 23.2009, a group visit to the company "Continental Automotive Products Ltd" from Timisoara. The participants at the visit were representatives of the Continental company, of the Auomotivest Association and representatives of potential suppliers from the machine building industry and automotive sector from West Region that were selected from the database of the Automotivest Association.



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

❖ EXPRESION OF INTEREST

After joining of the two companies “**Mahle Motor Components** ” and „**Mechanical Proccesing Centre Bocsa** ” at the cluster network, the number of the members increased with 25%.

Other five companies from the machine building industry and the automotive sector from the West Region expressed their interest in joining the cluster in 2010.

❖ CONFERENCES

Promotion Conference in Serbia

In 27 February 2009, the Automotivest Association together with RDA Banat, organized the conference for launching the project “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector”, in Zrenjanin, Serbia.

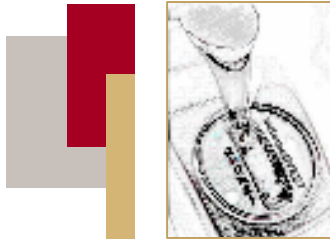
At the event participated representatives of companies from the machine building industry and automotive sector from Banat Region Serbia and West Region Romania, Chamber of commerce from Zrenjanian, representative of the automotive cluster from Serbia and the local press.

The event had the **role** to create a larger perspective of the West Region Romania and of the possibilities of creating collaboration between companies from West Region Romania and Banat Region Serbia

Final Conference

In 12 November 2009, the Automotivest Association organized the Final Conference of the **Cross-border project** “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector”, in Timisoara.

The role of the Conference was to present the result of implementing the project and the activities that were accomplished on the Romanian and Serbian side.



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

The participants at the conference were representatives of the West RDA , RDA Banat and the Automotivest Association

International Conference

In 13 November 2009, the Automotivest Association, together with RDA Banat, organized the International Conference of the project “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector”, in Timisoara.

The **role** of the conference was to establish a direct contact between Serbian companies and companies from West Region Romania and to present the promotional material elaborated during the implementation of the cross-border project.

The participants were representatives of universities, companies from the machine building industry and automotive sector, Automotive Association and RDA Banat.





AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

❖ PROMOTION EVENTS

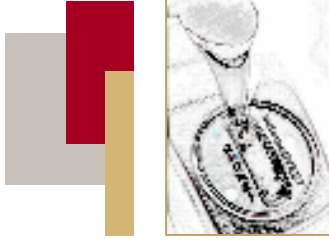
The Automotivest Association participated at different promotion events organized in the West Region as: HTECH - OPEN HOUSE - Timișoara, hosted by Politehnica University Timisoara , Automotive Party 2009 hosted by Interpart Production (founding member of Automotivest Association), „Transport AR” fair, hosted by Arad Chamber of Commerce and „ Growth performance of manufacturing processes systems using RENISHAW” hosted by Politehnica University Timisoara.



❖ EXPERIENCE EXCHANGE VISITS :

The Automotivest Association, together with RDA Banat, organized during 2009, four experience exchange visit within the cross-border “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector” in Serbia and Romania.





AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

“Cross-border catalogue of Machine-Building / Automotive Companies West Region Romania - Banat Region Serbia”

The Automotivest Association, together with RDA Banat, elaborated a catalogue with companies from the machine building industry and automotive sector from West Region Romania and Banat Region Serbia.

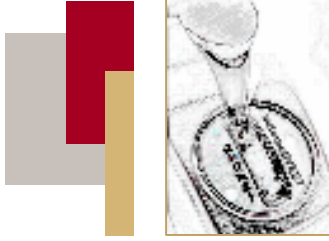
The catalogue includes a description of the cluster and a directory with companies.

❖ "The cross-border study on Machine-building and Automotive Industries - West Region Romania and Banat Region Serbia"

The Automotivest Association, together with the Banat Socio-Economic Development Agency and the West Regional Development Agency, have carried out a cross-border study of enterprises in the machine construction and automotive industry in Romania's West Region and the Banat Region in Serbia.

"The cross-border study on Machine-building and Automotive Industries - West Region Romania and Banat Region Serbia" contains:

- An analysis of the automotive industry at European level
- An analysis of the Romanian automotive industry
- An analysis of the Serbian automotive industry
- The West Region and the automotive industry
- The Serbian Banat Region and the automotive industry
- The SWOT analysis of the automotive sector in the West Region and the Serbian Banat Region



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

2) Training Service

The training service helps boost the skills of employees in the automotive sector through sessions containing:

Quality standard implementation:

- Quality standard trainings (ISO 9001, ISO TS 16949)
- PPAP, VDA6 trainings
- Environmental standard training (ISO 14001)
- Internal quality auditor trainings

Technical training:

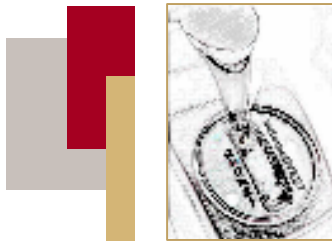
- CNC Machining
- Advanced CAD/CAM software
- Training for inspection with RENISHAW
- The basics of pneumatics
- The process of cutting processing

Productivity, improvements, and organizational culture:

- Lean. Introduction and presentation of the elements.
- Designing the production flow.
- Improvement techniques.
- Zero loss engineering.
- Increasing equipment efficiency (OEE)
- SixSigma Champion.
- SixSigma Green Belt

Welding - higher level or operator level:

- Ultrasound welding
- Laser beam welding
- Electric spot welding
- Plastic material welding
- Laser beam marking



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

CNC Training

The training session regarding numerical control machines addressed the employees in small and medium-sized companies active in the machine construction industry and the automotive subsector in the West Region.

The session took place on **7 May, 2009** at the Politehnica University in Timișoara, the Mechanics Faculty, TCM department, HTEC Lab, address: B-dul Mihai Viteazul nr. 1, Timișoara



Training for professional units

The training session for schools and other units training the labour force used in the machine construction industry and especially in the automotive sector addressed the people responsible in the training units (high schools, vocational schools, and universities) training the labour force



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

The session took place on **11 June, 2009** at the Politehnica University in Timișoara, the Mechanics Faculty, TCM department, HTEC Lab, address: B-dul Mihai Viteazul nr. 1, Timișoara



Six Sigma Training

The training session regarding the quality standards in the machine construction industry through SixSigma addressed the employees in small and medium-sized companies active in the machine construction industry and the automotive subsector in the West Region.

The session took place on **19 June, 2009** at the West Regional Development Agency, in the Meeting Room, address: Str. Proclamația de la Timișoara, nr.5, Timișoara



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro



Welding training

The training session regarding visual inspection in welding addressed the employees in small and medium-sized companies active in the machine construction industry and the automotive subsector in the West Region.

The session took place on 14 and 15 July, 2009 at the National Institute for Research-Development in Welding and Material Testing, address: Bd-ul M. Viteazul, nr.30, Timișoara.



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923

e-mail: office@adrvest.ro

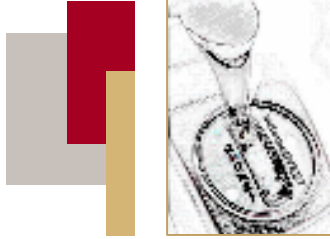
web : www.automotivest.ro



Training Session for Support Organizations

In 28 September 2009, RDA Banat, in collaboration with Automotivest Association, organized the **training for support organizations** at Zrenjanin, Serbia. cu ora 13:00, la Zrenjanin, Serbia.

The participants were representatives of chamber of commerce from Zrenjanin and development agencies. The major themes were how to create a cluster, how to manage a cluster and examples of clusters from Europe.



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

3) Supplier Development

The supplier development service refers to increasing the skills of companies in the West Region regarding supplies to companies in the automotive chain. The service consists of **activities** such as:

*** Assistance in finding suppliers.**

*** Consultancy for quality- or cost-improving projects** (job balancing, efficiency boost, delivery time reduction) consisting in:

- Reducing the defect rate
- Reducing the spare part costs
- Reducing the preparation costs at the processing centre
- Increasing efficiency
- Boosting customer satisfaction
- Boosting employee satisfaction

***Consultancy for the implementation of a continuous improvement system** consisting in:

- Improvement techniques
- Suggestions system

*** Consultancy in the implementation of a productivity system** with the following elements:

- Visual management
- Standardization
- Equipment management

Enterprises looking for potential suppliers or clients can fill in the corresponding supplier or buyer forms.



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

4) PROJECTS

1. “Promoting economic growth in the border area between Romania and Serbia by strengthening and expanding in a border direction, structures for the cluster type of machine building industry, and in species, for automotive subsector”

Implementation period : 19 September 2008 - 18 November 2009

Parteners: „Automotivest” Association („Politehnica” University from Timișoara, „Aurel Vlaicu” University from Arad, Regional Development Agency of the West Region Romania, Arad Cityhall, Timișoara Cityhall, Arad Chamber of Commerce, Industry and Agriculture, Timișoara Chamber of Industry, Commerce and Agriculture, Inteliform ltd., Interpart ltd., Neferprod ltd) and **Regional Agency for Socio-Econmic Development Banat**

General objective: Support for a sustainable development of the border area between Romania and Serbia through activities aiming at the improvement of the institutional support framework for the SMEs from the machine building industry and automotive subsector which are active in the project’s impact area.

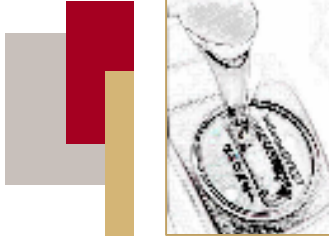
Activities :

1. Institutional Building and Cross-Border Integration
2. Professional Formation
3. Promotion and Communication
4. Internationalisation and Dissemination

Beneficiaries: Small and Medium Sized Enterprises which are active in the machine building and, particularly, in the automotive subsector in the eligible area, educational insititions for machine building industry, the whole machine building industry sector in the border area between Romania and Serbia

Expected Results:

1. Creation of a functioning transborder network that will help integrate firms and business support organisations from Serbia with the emerging automotive cluster in West Romania



AUTOMOTIVEST ASSOCIATION

First automotivwe cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

2. Increased operational capacity of the cluster management unit and improvement of the competencies of the personnel active in the business and cluster support organizations, in particular with regard with the issues pertaining to the management of cross-border relations

3. Improvement of the professional competencies of the employees from the SMEs participating in this project

4. Improvement of the professional competencies of the employees from the educational institutions participating in this project

5. Cluster Promotion at international and networking with relevant european clusters, particularly with those active at cross-border level

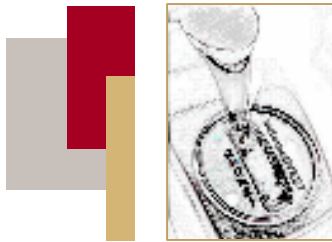
2. WeSteer - Support Actions for the emergence of a research - driven automotive cluster in West Romania

The project **"WeSteer - Support Actions for the emergence of a research - driven automotive cluster in West Romania"**- was elaborated by the **Regional Development Agency West Region** in partnership with the **"Politehnica" University Timisoara**, **Interpart Production** and **"Tehimpuls" Association**. From this consortium, **RDA West**, **Politehnica University Timisoara** and **Interpart Production** are founding members of the **Automotivest Association**.

The project **aims** to facilitate the formation of a cluster in the automotive sector through a series of institutional consolidation actions and by encouraging the cooperation between the university environment and the business one. Following the evaluation process, the WeSteer project was short-listed by the European Commission from the **125 projects** sent in response to the **"Regions of Knowledge-2"** call for projects within the **EU's Framework Programme 7**.

WeSteer is one of the **5 projects** funded within the call for project proposals throughout Europe.

The **Politehnica University of Timișoara (UPT)**, one of the largest and best known universities in Central and Eastern Europe, participates in this project based on its explicit interest to synchronize its own strategies and academic policies with the needs of the local industry. **UPT's role** in the WeSteer project is that of



AUTOMOTIVEST ASSOCIATION

First automotive cluster initiative
in West Region

Proclamația de la Timișoara 5,
tel/fax 0256 491981; 0256 491923
e-mail: office@adrvest.ro
web : www.automotivest.ro

coordinating the work package Actions Supporting Cooperation between the Research Field and the SME's in the Automotive Sector.

Interpart Production was founded in 2004 by Banu Invest, together with the SEAF Investment Fund. The company specializes in the technology of plastic injection, plastic painting and decorating, as well as installing these parts into subassemblies. **Interpart's role** in the project is to coordinate the work package regarding information and communication. Furthermore, Interpart will be actively involved in this initiative as a direct beneficiary of the business-to-academia cooperation pilot project. The aim of this pilot project is for the UPT specialists to identify a solution regarding the techniques of automatic generation of complex trajectories for numerical control machines, a solution that will then be implemented into Interpart's production system.

The Tehimpuls Association - Regional Centre for Innovation and Technological transfer is a project institution set up within the Regional Innovation Strategy for the West Region. The association was founded in September 2006 and aims to stimulate the regional economy and increase regional companies' competitive capacity by promoting innovation and technological development. The presence of Tehimpuls in the WeSteer project is directly linked with the organization's aim to promote the cooperative initiatives between enterprises and RDI institutions. **TehImpuls's role** in the WeSteer project is to coordinate the work package regarding cognitive consolidation and international networking

Work package list (WPs):

WP1: Institutional set-up for a research-driven automotive cluster in West Region

WP2: Support for Co-Operation between R&D actors and Automotive SMEs

WP3: Information and Communication

WP4: Training and Education

WP5: Evaluation and Dissemination

WP6: Project Management