

Regional Strategy for Innovation
Subject of interest at the Regional Investment Forum North -East Romania, 4th
edition, Bac u, 1st- 2nd of November 2007

Within the 4th edition of Regional Investment Forum North-East Romania, which took place between 1st-2nd of November 2007 in Bacau, the team of the project RIS DISCOVER NE Romania organised a seminar dedicated to the presentation of the actual stage of project implementation. This working meeting took place in the second part of the 1st of November in the Meeting Hall from Agricola International SA Bacau and 40 persons attended to this meeting.

The meeting started with a brief summary realised by Mrs.Gabriela Macoveiu, Director of Communication and Regional Promotion Directorate, North -East Regional Development Agency, with a general description of the project, the steps already made during the implementation, the implication level of the partners and the results obtained until now, including the draft of the strategy matrix. At the end, there were made comments related to the activities which will have to be done until the end of the project. It was underlined the fact that this project involved an important participation from all the institutions and persons involved in activities which an innovative structure, the future innovative strategy being of a large interest.

After the presentations, the participants to the seminar have made several proposals:

- The information of the Ministry for Education, Research and Youth on the results obtained within the project, in order to find real solutions and to valorise the multiple ideas existing in the universities and research centres from the Region. (*Mr. Ovidiu Ra , Relians la i*)
- It was mentioned the intention of North – East Regional Development Agency to realise the White Chart on Innovation in North -East Region, as a consultative document for the Ministry for Education, Research and Youth. This document will be more valuable if it will be sustained by an important number of local actors and will not be considered as a result of North -East Regional Development Agency. (*Mrs. Gabriela Macoveiu, NE RDA*)
- Create a database with SMEs interested on innovation and on research, in general. (*Mrs. Maria Sava, Technical University “Gh. Asachi” from Ia i*)
- Organize more events in order to increase the awareness of SMEs sector on its own needs regarding development, lack of a coherent strategy at SMEs level and the omission, consciously or not, of the need of technologic transfer, of practical solutions which can be offered by the research sector. (*Mr. Bogdan Balaniscu, Advances la i*)
- Encourage the university environment to develop spin-off economic activities. (*Mr. Sorin Voicescu, Ministry of Economy and Finance*)

As a success example, Mrs. Pilar Gomez (Infyde Spain) presented a project, NOVAPYME, implemented in Spain and developed by RETA – The Network of Technologic Centres in Andalusia, a network which is providing the necessary information to develop one business idea and which started from technologic and science centres. RETA is the interface between business environment and academic and research environment. The services offered are covering the following fields: solutions and support to develop RDI projects support to develop one business,

promotion of new technologies. On each Centre from Andalusia, there is a representative from RETA.

The project NOVAPYME has a value of 6 millions of Euro and it is financially sustained by the Ministry of Science and Technology from Andalusia and has the objective to diagnose 10.000 companies in order to introduce new IT technologies.

The services offered to the companies are free of charge. The diagnosis is realized by direct interviews in several stages and during the initial stage there are established the companies which will be part of this program.

The information is collected from the territory and is inserted into a database used by all the RETA specialists involved in the project. The experts are presenting three personalized offers with solutions to the identified problem from the selected company.

The Italian partners are encouraging the efforts made by North-East RDA:” It is very difficult to find a communication link between universities and business environment, because it is about two separate worlds, with different interests. From my direct missions in North-East Region, I noticed that the situation is not as bad as it seems because there is enough interest and understanding for possible cooperation.” *Mr. Ercole Cauti (Metron Srl Italy)*

In conclusion, the project DISCOVER NE ROMANIA is a working instrument which will contribute to the setting up and development of a coherent environment, in order to realise real and viable connections between business environment and research - development environment.