

## **DEMAND ANALYSIS**

The most important demands of the industry in the North-East Romania region are:

- New technology
- Labour force
- Marketing
- Organizational structure
- Market and products

## **SUPPLY ANALYSIS**

On one hand, research is still conceived as a university and academic matter; on the other hand SMEs have not yet matured a clear awareness about the role of the universities and R&D centres in the industrial tissue and their potential is still unknown, underestimated and/or unexpressed.

It has to be mentioned that the North East Romania region has a high scientific potential, a quite well developed network of universities and institutes, with interest to adapt to the conditions of the market economy but with a very low relationship with productive activities.

In spite of that, the overall vision of the R&D actors is still partial and centred too much in the inside of the country and inside the academic environment.

## **TRANSFER ANALYSIS**

Collaboration between universities and industry exists but is not strengthened or not set on a regular basis. In general the organizations are aware about the need to cooperate within a network of similar or complementary partners.

## **CONCLUSION**

The most important demand for the companies in order to develop and to be competitive in the European market is to access to new and modern technologies. In spite of the financial weakness there are possible solutions as grouping similar SMEs.

The labour force demand is the second priority. Resolving the first priority can solve an important part of it since with the proper technology the necessity of low level workers can be reduced. For the medium and high level human resources there is a not yet consolidated cooperation between universities and industry and interface organization between them almost do not exist.

The third one is a good marketing instrument. Even though universities and research centres do not observe it as a systematic activity to be structured and included in the regular planning of the organizations.

A proper organizational structure is the fourth demand of the companies interested in reaching a competitive level. Companies demand a department able to study data supplied by different types of market. This kind of work could be done by R&D centres and universities but links between them have to improve already.

Although few companies are developing innovation internally with their R&D departments the truth is that innovation level has a long distance to increase already.

If companies worked with universities and R&D centres a good innovation level would be reachable since most of the universities and R&D centres are really keen on developing such activities.