

**REGIONAL INVESTMENT AND INNOVATION FORUM
NORTH-EAST ROMANIA
3rd Edition**

**Piatra-Neam , “Central Conference Room”
2- 3 November 2006**

2nd November 2006	
09.00 – 09.30	Registration of participants
09.30 – 10.00	<p>Opening session Moderator: Constantin APOSTOL - General Director North-East RDA Opening speeches:</p> <p>Mrs. Anca Daniela BOAGIU – Minister, Ministry of European Integration Mr. Gavril MÎRZA – President of County Council Suceava, President of Regional Development Board Mr. Vlad MARCOCI – President of County Council Neam Mr. Toader MOCANU – Prefect of Neam County Mr. Gheorghe TEFAN – Mayor of Piatra Neam Municipality Mr. Mihai APOPII – President of Chamber of Commerce and Industry Neamt County</p>
10.00 – 11.45	<p>Plenary session I: Romania – member of European Union: policies, institutions, roles, mechanisms</p> <p>Moderator: Mr. Gabriel FRIPTU, General Director, Management Authority for ROP, Ministry of European Integration</p> <p>Themes and lecturers:</p> <p>1. Role of national and local authorities in the management of local development Mrs. Daniela Iulia SGÂRCITU, Public manager, Directorate for Public Services Deconcentrated, Ministry of Administration and Interior</p> <p>2. Regional Operational Program 2007-2013 - an instrument for reducing regional disparities Mrs. Gabriela FRENTZ, Director, Directorate for Regional Policies and Program Coordination, Ministry of European Integration</p> <p>3. Sectorial Operational Program for Competitiveness – a tool for increasing economy performances and development of knowledge based economy Mr. Eugen APU NAZARE, Minister Secretary of State, Ministry of Economy and Commerce</p> <p>4. Agriculture Policy for 2007-2013: mechanisms, institutions, instruments for implementation Mr. Gheorghe FLUTUR, Minister, Ministry of Agriculture, Forests and Rural Development</p> <p>5. Sectorial Operational Program for Environment Infrastructure – perspectives for environment protection and improvement of life quality standard in Romania Mr. Atilla KORODI, Minister Secretary of State, Ministry of Environment and Waters Management</p> <p>6. Sectorial Operational Program for Human Resource – instrument for development of human capital and increasing labor force competitiveness Mr. Valer BINDEA, Minister Secretary of State, Ministry of Labor, Social Solidarity and Family</p>

	<p>7. European Regions Cooperate – a presentation on the Trilateral Cooperation Program Romania – Republic of Moldavia - Ukraine Mrs. Simona PETCU, Councilor, Program manager, Ministry of European Integration</p>
11.45 – 12.00	Questions & answers
12.00 – 12.15	Coffee break
12.15 – 13.45	<p>Plenary Session II: Romania – member of European Union: future challenges</p> <p>Moderator: Mrs. Diana TIMOFTE, Director, Regional Centre for Facilitation and Negotiation Iasi Themes and lecturers:</p> <p>1. Instruments to encourage export Mr. Iuliu WINKLER, Minister Delegated for Commerce, Ministry of Economy and Commerce</p> <p>2. Policies to attract foreign investors – regional approach Mr. Florin VASILACHE, General Secretary, Romanian Agency for Foreign Investments</p> <p>3. Business development through cooperation in (Operational Program for South-East of Europe) Mrs. Irina CRUCERU, Councilor, Program Manager, Ministry of European Integration</p> <p>4. Values and Romanian attitude in the business environment from the cultural perspectives Mrs. Ioana VEGHE, expert, The Gallup Organization, Romania Mrs. Adina LUCA, ITIM International, Romania</p> <p>5. Instruments for public policies to encourage competitive urban economic conglomerates (type cluster) Mr. Drago PÎSLARIU, Executive Director, Group for Applied Economy</p> <p>6. Financial Instruments to support SMEs Mrs. Marilena Sorina GIOSANU, Executive Director, OTIMMC Iasi</p>
13.45 – 14.00	Questions & answers
14.00 – 15.00	Lunch
15.00 – 16.30	<p>Plenary Session III: International investment in North -East Region</p> <p>Moderator: Mr. Mircea URSACHE, President, World Trade Center Bucharest Themes and lecturers:</p> <p>1. Instruments to attract foreign investors Mr. Jose IACOBESCU, Vice president, Romanian Chamber of Commerce and Industry</p> <p>2. Success stories in international cooperation Mrs. Dana SEICIU, Director Program and International Relations, World Trade Center Bucharest</p> <p>3. EXIMBANK is supporting the Romanian business environment Mr. Constantin STROIU, Director, EXIMBANK Branch Office Bacau</p> <p>4. RIFIL – a label for success Mr. Ion STRĂTILĂ, General Director, SC RIFIL SA</p> <p>5. KOBER – 15 years of success by color Mr. Florin AMARANDEI, Executive Director, SC KOBER SRL</p> <p>6. XL WORLD ROMANIA - an important actor in the field of telemarketing in our region Mr. Claudio PIOLI, Director General, SC XL World Romania SRL</p> <p>7. MECANICA CEHLAU – Complete solutions for an efficient agriculture Mr. Marius MUNTEANU, General Director, SC Mecanica Ceahlau SA</p>

16.30 – 16.45	Questions & answers
19.00	Gala Evening – location Piatra Neamt Theatre of Youth Award of yearly forum awards Theatre presentation „Shakespeare reloaded” Cocktail
3rd November 2006	
09.30 – 11.15	<p>Plenary Session IV: Regional competitiveness and innovation: experiences, initiatives, objectives</p> <p>Moderator: Mrs. Miriam COSTEA, Communication Officer, United Nations Programs for Development in Romania</p> <p>Themes and lecturers:</p> <p>1. Superior education – an argument for competitive labor force Dr. Adrian NESTIAN, university lecturer, Faculty of Economy and Business Administration, University Alexandru Ioan Cuza, Iasi</p> <p>2. Techniques and instruments for technology transfer and innovation Mrs. Maria SAVA, Engineer, Macromolecular Chemistry Institute „Petru Poni” Iași</p> <p>3. “East European Places of the Spirit” - A model for positioning North-East Region on the alternative tourism market Mrs. Prof.univ.dr. Gabriela PASCARIU, Center for European Studies, University Alexandru Ioan Cuza, Iasi</p> <p>4. Regional Innovation Strategy – one opportunity to bid the economy at regional level Representatives of Metron Srl. and Region Abruzzo Italy</p> <p>5. Innovation and technology transfer approached through regional development programs Representatives of Fundecyt and Region Extremadura Spain Representatives of Infyde Spain</p>
11.15 – 11.30	Questions & answers
11.30 – 12.00	Coffee break
12.00 – 13.15	<p>Plenary Session V: Financial products and services proposed for financing public administration and business environment projects</p> <p>Moderator: Mr. Bogdan PU CA U, Director, BCR Branch office Piatra -Neamt</p> <p>Lecturers:</p> <p>1. Client-bank partnership in a project financed by European post-accession funds Mrs. Ramona IVAN, Executive Director, Directorate for International relations and External Financing, Romanian Commercial Bank SA</p> <p>2. Banking environment – resources and challenges in regional development Mr. Dan NI ESCU, Junior Chamber International, Network Manager, Egnatia Bank Bucharest</p> <p>3. Romanian Commodities Exchange – evolution and perspectives in the accession process to European Union Mr. Mircea FILIPOIU, Romanian Commodities Exchange Bucharest</p> <p>4. The guaranties of National Fund for Credit Guaranties for SMEs, a mean to facilitate access of SMEs to credit schemes Mr. Gheorghe OSTAFI, Finance & banking Inspector National Fund for Credit Guaranties for SMEs</p> <p>5. Procedures to request the guarantees of FRCG</p>

	Mr. Adrian P. UNESCU, Territorial Representative, Fund for Rural Credit Guarantee
13.15 – 13.30	Questions & answers
13.30 – 14.30	Lunch
14.30 – 15.15	<p>Workshop no.1 (dedicated to Local and Public Administrations) – Development of project portfolio for Structural Funds</p> <p>Themes: Urban development – modernization of existing infrastructure or development of new ones? Design and develop networks of communities – a solution for solving common urban problems Indicators for monitoring and evaluation the public projects (efficiency, efficacy, cost-benefit analyze) Case studies – Business support infrastructure projects (technological and industrial parks, business incubators) Moderator: Mr. Mihai SUSANU, President, North -East Regional Association of Entrepreneurs Lecturers:</p> <ol style="list-style-type: none"> a. Regional Statistics – a needed tool in designing efficient development policies at regional level Mr. Constantin CRESTA, Executive Director, Regional Directorate for Statistics Neamt County b. Regional Action Plan for Environment Protection in North -East Region Mr. Iulian MOVIL, Director, Regional Agency for Environment Protection Bacau c. Advantages of direct financing through specialized banks Mrs. Roxana LAZAR, Executive Director, Dexia KommunalKredit Romania SRL Bucharest d. Development through tourism Mr. Ionu SEREDIUC, Piatra Neamt Municipality e. Economic Center Bucovina Mr. Dănuț BURGHEAUA, SC CENTRU ECONOMIC BUCOVINA SA Suceava
14.30 – 15.15	<p>Workshop no. 2 – Increasing competitiveness and internationalization of Romanian business environment</p> <p>Themes: Quality standards, intellectual property, technological transfer, development of human resources, financing sources; Moderator: Mr. Mihai APOPII, President of Neamt Chamber of Commerce and Industry Lecturers:</p> <ol style="list-style-type: none"> a. Small and medium Enterprises and the knowledge based society Mr. Neculai VIȘTELEAȘU, President of Regional Entrepreneurship Association for SMEs b. Services and publications for companies that develop successful marketing activities Mr. Mircea MARTI, General Director, Romanian Standards Association (ASRO) c. The Program „Inovimm- Innovation for SMEs” Mr. Gabor VARGA – General Director, Romanian State Office for Inventions and Trademarks (OSIM)

	<p>d. Competitiveness through innovation Mr. Vasile AV DANEI, Councilor, OTIMMC Iasi</p>
15.15 – 15.30	Questions & answers
15.30 – 16.00	<p>Conclusions: <i>Workshop reports:</i> Conclusion: Constantin APOSTOL, General Director North -East RDA</p>