

# USH Pro Business ecosystems of clusters and business associations

## Inter-Bio



Inter-Bio is an inter professional branch organization for organic agri-food products and agri-ecology.

INTER-BIO members decided to associate in order to contribute to the sustainable development and promotion of organic agri-food sector and principles of agri-ecology in Romania. The organization aims to undertake a series of activities including:

- supporting and promoting the value chain manufacturers, processors and traders;
- representate members interests in order to increase economic competitiveness and to create new skills;
- supporting members to do export and with internationalization;
- professional training of the members;
- participation in national and European networks;
- increasing the research, innovation and development potential of industry members;
- integration of organic farming into the other branches of the bio-economy;
- raising public and consumer awareness of the benefits of organic farming;
- other specific actions.

The organization aims to develop concrete plans in order to adapt agri-food products to the European legislation and standards for the development of economic agents, involved in the Community's competitive environment.

### WHAT IS ORGANIC?

We hear a lot about chemicals in the environment. They are everywhere, in the soil, in the water, in the air, in our homes and in our food. Companies are required to be transparent about some things such as fat and sugar levels, Es, but, they are not telling you about others, like what was sprayed on the food, what seeds and fertilizers they used to grow it, what chemical agents were involved in the process. Producers who use the eco-label choose to be more transparent and to allow third-party inspections on their farm to check if what they claim in the ads is true and thus ensure that chemicals in food or even clothing are drastically reduced. Organic certification makes the difference. Are you aware of this advantage?

Website: <https://inter-bio.ro/en/about-us/>

# Wallachia eHub



Wallachia eHub has developed on the basis of the Wallachia Hub regional cluster consortium and on innovative regional clusters and ecosystems from the South-Muntenia region created in the last 5 years. Thus, the Wallachia consortium includes the Danube Engineering Hub clusters, Bio Concept Prahova Valley, Danube Furniture Cluster, CERMAND, as well as the USH Pro Business entrepreneurial center. Each of these entities has been active at regional level, independently of each other, with a range of services related to innovation management and the stimulation of smart specialization.

Specific to these structures was to link the demand and regional supply of services, for which there were both providers of digitization services and beneficiaries from manufacturing, agriculture and food processing, tourism, logistics services, creative industries, etc.

In November 2019, in the context of growing interest in clusters and entities in the region to support smart specialization policy at the regional level, the Wallachia Hub consortium was formed with the aim of developing smart specialization connections and opportunities between various branches of the regional economy.

Since its formation, the consortium has taken on member experience in the field of digital innovation and has had constant concerns related to developing digitization services for members. In this context, in May 2020, Wallachia eHub was created as a Digital Innovation Center structure within the consortium. In parallel, the universities in the consortium stimulated the creation of a regional alliance structure between universities - Muntenia Universitas. Wallachia eHub is currently evaluating this hub on the European JRC platform.

The Wallachia eHub Secretariat is located in Ploiești, Str. Alexandru Vlahuță no. 24, building A, room 2 at the consortium headquarters.

The Wallachia eHub consortium has physical and technical infrastructure at the level of its members (SMEs, universities - Petrol-Gas University of Ploiești, Valahia University of Târgoviște, Spiru Haret University, Ploiești branch, Pro Transfer Ploiești Technology Transfer Center, Chamber of Commerce and Industry Prahova etc.).

The physical infrastructure consists of halls, laboratories, and the technical one in human resources (experts from the academic, entrepreneurial environment).

Website: <https://wallachiaehub.ro/en/wallachia-ehub-2/>

# Danube Engineering Hub



Danube Engineering Hub aims to harmonize and represent the interests of businesses, research, administration and catalyst entities in order to increase economic competitiveness and create skills, sustainable and sustainable development, internationalization of members, professional development of managers and employees, management of a common database, participation in national and European networks, increasing the innovation potential of enterprises.

The most relevant features of Danube Engineering Hub

- Participants of the cluster are involved in the decision making and strategic orientation of the cluster organisation. DEH has a strong system of cluster governance in place. The cluster manager and/or the cluster organisation staff possess international work experience, foreign language skills and a professional international network
- Regularly and well-maintained personal contacts between the cluster management team and the cluster participants are key elements for management excellence of DEH
- Financial sustainability of cluster organisations is secured in the long term
- Already R&D or business collaboration.

Website: <https://clusterdeh.ro/about-us/mission-and-vision/>

# Danube Furniture Cluster



In view of the territorial concentration of furniture producers mainly from wood but also from other materials in several development regions in the Danube basin, producers, universities, specialized companies have set up a cluster in the furniture field, in the North East, South East, South Muntenia and South West regions. Cluster that can be distinguished by quality, excellence, originality and characteristics of the Danube regions mentioned above.

The Danube Furniture cluster wants to become a center of excellence in the furniture industry and an attraction for companies in the region that want to develop on the domestic and international value chain, in a combined effort, within a cluster-like structure.

Thus, at the initiative of a group of companies, start-ups and a university entrepreneurial center, the “Danube Furniture Cluster” cluster was created.

Danube Furniture Cluster promotes innovation, technology transfer, entrepreneurship and collaboration based on mutual trust for developing and increasing the competitiveness of the companies that compose it.

The vision and mission of the Danube Furniture Cluster is to develop as much value chain as possible on national and international links in the field of the furniture industry, to identify as easily as possible the resources needed for the whole process, through RDI activities, and technological transfer and specific knowledge of the domain.

Website: <https://adf-dfc.ro/en/about-us/>

# Dual Use Cluster



The growing importance of dual-use and civilian technologies, together with changing national security requirements and European reductions in defense research budgets, have changed the dynamics of technological innovation in the field of defense.

Rapid advances in new digital technologies are causing growing concern about their dual-use applications and security risks. Dual-use technologies are not new to the digital age. They have existed since man created technologies because it is human nature to apply new discoveries not only for peaceful purposes but also for armed confrontations.

The process in which digital technologies are used is often called digitization. This process has important consequences for how conflicts will be handled in the future. In global or regional confrontations, digital processes have become an important asset in defense and security. Internet of Things (IoT), Cloud Computing, Big Data, Data Analytics, Artificial Intelligence, Augmented Reality and Blockchain, or are important technologies not only for civilian purposes, but also for cyber confrontations.

The national export strategy 2014-2020 is a document that, for the first time, highlighted the need for a dual industry sector that includes both the security and defense industry component and the civilian one.

The creation of a collaborative platform between these fields to allow the defense industry to benefit from the contribution of innovation and productive supply in the non-military field and, on the other hand, to be applicable to military innovation in the civilian sector, has remained an unfulfilled goal, to economic actors, despite setting the sale as the strategic objective.

Since its inception in 2015, USH Pro Business has created an innovative ecosystem that includes clusters and companies in both fields. For this reason we took the initiative to organize a debate seminar on this topic, in which we invite associative structures from both components to find the best solutions for creating a cluster that we called DUC - Dual Use Cluster.

Website: <https://dualusecluster.ro/>

# Smart eHub



Smart eHub's mission is to identify collaborative projects for digitalization of all the relevant stakeholders such as: companies, clusters involved, research institutes and software companies, public authorities, and universities. For all parties, the objective is to stimulate technologically innovative capabilities in order for the region to deliver the services of the European Digital Single Market.

Smart eHub's initiative represents a first step in supporting an efficient technological development and mapping the South-Muntenia & Bucharest region on the European map of digitization. Furthermore, our purpose is to support digitization through collaboration with different sectors of activity and to establish a culture of co-creation of technological joint solutions and products through a trans-sectoral collaboration, in various fields from education and creative industries to agriculture.

Smart eHub objectives are:

- Develop a portfolio of digitalization services provided by Smart eHub to Startups & SMEs in region. The design of these services is done by our experts through several needs' assessment activities.
- Building awareness on the need of SME to invest in digital skills and provide solution to this need through digital enablers, such as:
- The annual Summit dedicated to digital transformation. The event primary targets are government, IT consultants, IT C-levels, fund donors, ventures capitals, investors, public sector, IT leaders;
- Make Smart eHub a well-known and recognized digital innovation hub at both local & international level, associated with Innovation and Excellence in business community support;
- Ensure Smart eHub resources for an effective, timely and quality response to address SMEs needs.

Website: <http://smarteHub.eu/about-us/>

## MISSION

The CERMAND cluster aims to ensure the sustainable microgeneration of energy at Regional level with national, macro-regional and European impact. The use of own resources will be considered, with the central objective of ensuring environmental protection and reducing losses and pollution by integrating innovative concepts of energy transition in local development policies, and aiming to support SMEs in the renewable energy sector.

## VISION

The Southern Region of Romania will become the banner of good practices in the Danube Region by creating platforms, networks and energy independent areas. The results of local studies and analyzes obtained in EEA, INTERREG, Intelligent Energy and other projects with applicability in the fields of RES and climate change will be integrated, so that the Region achieves the value of a pilot Region through external collaborations in the Danube Macroregion and Black Sea.

## Objectives:

- Development of innovative distributed microgeneration solutions for electricity and heat from RES;
- Development of the innovative circuit production-use of energy based on microgeneration from RES at the place of consumption;
- Developing strategies to increase productivity and competitiveness for cluster members;
- Development of integrated solutions to reduce energy losses;
- Development of bioeconomic business models in order to reduce CO2 emissions.

Website: <https://www.cermand.eu/>

# BIO Concept Prahova Valley



Prahova Valley is one of the most famous tourist regions in the Carpathian Mountains in Romania, being located on the Prahova River route. Prahova Valley is located in the southeastern part of Romania, in northern Muntenia, in the upper and middle basin of the river of the same name, a tributary of the Ialomita. It borders to the south with the Piedmont plain of Ploiești, to the west with Dâmbovița County over the Bucegi massif, to the north with the Brașov depression and the city of Brașov, and to the east with the Doftanei Valley, over the Baiului and Piatra Mare mountains. In the southern sector, the Prahova valley forms the boundary between the Getic Subcarpathians and the Curvature Subcarpathians.

The cluster has thus emerged as a regional necessity that can serve both the capital and international consumers, being unique in the diversity and specificity of its activities.

The purpose of the cluster

The cluster aims to harmonize and represent the interests of enterprises, research, administration and catalyst entities in order to increase economic competitiveness and skills creation, sustainable development, internationalization of members, professional development of managers and employees, administration of a common database, participation in national and European networks, increasing the innovation potential of enterprises in the following sectors:

- Organic agriculture and horticulture, Bio Medical, Bio Technology
- Bioeconomy
- Tourism and cultural identity (spa, medical, cultural, hiking);
- Food nutrients, cosmetics
- Environmental protection and conservation
- Renewable energies
- Creative and cultural sectors
- Social innovation

Website: <https://www.bioconceptvaleaprahovei.ro/>



# AngioNet Cluster Association



AngioNet Cluster Association was established by its founding members as a Romanian legal entity under private law, without patrimony, non-governmental, without political affiliation and in non-profit purpose, in accordance with the art. 40 of the Romanian Constitution and with the provisions of Government Ordinance no. 2612000. The association consists of founding members, associate members and honorary members.

The purpose of AngioNET Cluster Association is to generate and implement initiatives and activities related to health and to the environment, in order to promote and to encourage interdisciplinary cooperation between companies, organizations, universities and public entities and to generate knowledge transfer that can increase the quality of medical services in Romania, including research in cardiovascular disease and oncology.

Website: <https://angionet.ro/>

# ROMANIAN TEXTILE CONCEPT

"ROMANIAN TEXTILE CONCEPT" is a professional association founded in 2011 by the unconditional agreement of 10 founding companies, manufacturing companies with old traditions in the garments, knitwear, footwear and leather goods industry from the Bucharest - Ilfov area, which have found this form to formalize the collaborative relationships they already had.

With the EU integration, the light industry companies had to adopt a different position towards the foreign market, namely to aim towards a medium and high price segment, which in fact corresponds to a high quality level and a strong brand image. Only the strong and united industries will find resources to invest in marketing, promotion, creation and design. The individual companies, especially the small and medium ones that usually compose the industry, do not have the power to impose themselves on a mature market.

For this reason we felt that adopting a form of organization in the association constitutes an environment for solving various common problems: communication, marketing, etc., which can lead to successful business.

The "ROMANIAN TEXTILE CONCEPT" association was formed by 10 founding companies that had a permanent collaboration between themselves, due to which the association was created easily, other members having joined the association since then.

Main activity areas of the cluster organization

- Creating and implementing an innovative system of communication between the cluster partners
- Increasing the competitiveness of the textile products made in the Bucharest – Ilfov area by increasing the added value of the products made by the members of the Romanian Textile Concept association
- Establishing specific systems of training and of incentives, of stimulating in order to stabilize and train the work force in the industry
- Implementing the "Consume Romanian products" concept
- Creating the cluster's own brand
- The possibility to create a network of distribution and access on certain target markets
- Attracting and supporting new businesses and young talents (fashion designers).

Website: <https://www.romanian-textile.ro/>