

## **DESCRIPTION:**

### **1.1. PROJECT'S TITLE**

**The development of the business infrastructure in the Municipality of Craiova by setting up a technological and business cross-border incubator.**

### **1.2. LOCATION(S)**

Country(ies), region(s), town(s): Romania, South-West Oltenia Region, Dolj county, Craiova city, Bulgaria, Vidin county, Vidin town

**1.3. COST OF THE ACTION** and the amount requested from the Ministry of European Integration.

The total eligible cost of the action is of **648.429 EUR**, out of which **580.799 EUR** is represented by the amount requested from the Contracting Authority, which represents **89,57%** of the total eligible cost of the action.

**1.4. DURATION OF THE ACTION:** 15 months

## **OBJECTIVES OF THE ACTION**

**General objective:** promotion of sustainable economic development of Dolj-Vidin cross border area, through the development of a business cross border infrastructure and business cooperation in order to reduce the peripheral character of the area and to increase cross border cooperation between the private and public sectors.

**Specific objective:** fostering cross border business development and cooperation through common business services, innovation and technology transfer by establishing a new cross border business infrastructure – Technology and business incubator for the cross border area Dolj-Vidin.

## **PARTNERS**

Agency for Regional Development and Business Centre (ARDBC) Vidin, Romanian association for Electronic and Software Industry – Oltenia Branch (ARIES Oltenia)

## TARGET GROUPS

Start-up SMEs, potential entrepreneurs, mainly from the productive field with high added value, services, IT, automatization, biotechnology, from the cross border area Dolj-Vidin

## FINAL BENEFICIARIES

The business environment, the local public authorities and the population from the cross border area Dolj-Vidin.

## ESTIMATED RESULTS

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Building a modernized, refurbished and equipped functional Technological and business incubator.

Events for the support of the functional incubator: 1 documentary visit of Romanian project team to the Business Incubator Vidin (10 pers), 1 round table in Craiova (25 participants, 10Bg, 15 Ro), 3 seminars, 2 in Craiova, 1 in Vidin (25 particip./sem, from witch 20 Ro, 5 Bg), 1 study visit; 1 guide elaborated; 1 soft elaborated, 1 web page/portal updated having 1000 users.

Publications: 1000 flyers, 300 posters, 5000 booklets, 3 banners, 500 guides.

Other visibility actions: 5 press conferences, 45 announcements, articles in written local press, radio/TV apparition; incubation contracts concluded within project -minimum 8.

## MAIN ACTIVITIES

**1. Refurbishment and modernization of the building dedicated to Technology and business incubator for the cross border zone Dolj - Vidin:**

- a) organizing tenders for refurbishment and modernizing of existing buildings, endowment of furniture, equipments and other necessary goods;
- b) execution of works;
- c) reception of the works objective;
- d) supply, reception and installation of furniture and equipment

**2. Establishing the best methodology for incubator functioning:**

- a) documentary visit of Romanian project team to the Business Incubator Vidin;
- b) round table “Role of Technology and business incubator in economic

development of the cross border zone” gathering project team, representatives of local public authorities, incubator administrators, incubated SMEs, innovative, R&D and TT entities, business support entities;

c) elaborating the guide “Best practice in business incubators”;

d) establishment of specific selection criteria, and selection of Administrator entity for the incubator

### ***3. Campaign for attracting start-up SMEs and potential entrepreneurs to be incubated:***

a) elaborating and printing promotional materials, flyers, posters, booklets;

b) direct and written promotion to the level of representative NGO in the cross border zone;

c) media campaign consists of announcements, articles in written local press, radio/TV apparition, press conferences;

d) elaboration soft web and portal

### ***4. Incubating process:***

a) establishing selection criteria and methodology, receiving requests;

b) training session of eligible start-up SMEs (3 seminars);

c) study visit of eligible start-up SMEs to the Business incubator Vidin;

d) signing contracts with incubated start-up and SMEs incubation

### ***5. Project visibility***

## **1.5. Objectives**

### **Overall objective**

Promotion of sustainable economic development of cross border zone Dolj–Vidin, through development of business cross border infrastructure and business cooperation in order to reduce peripheral character of the zone and to increase cross-border cooperation between the private and public sectors.

Sustainable economic growth and improvement of living standards of the population are triggered by the development of economic competitiveness in the world’s challenging context such as globalization of economy, opening of international markets and rapid technological changes; these challenges have to be transformed into opportunities. Productivity growth depends both on technological development, carried out through tangible investments (equipment, new technology) and intangible investments (licenses, patents, trademarks and know-how), and on improvement of product quality, marketing and application of research/innovation and other sources that foster added value.

SMEs sector represents the main motor of the economy with a high capacity to

adapt to market requirements, which entails job creation and absorbs labour. Taking into consideration the fact that both counties Dolj and Vidin register a low number of SMEs in comparison with other counties from Romania, Bulgaria and EU countries, the project aims to stimulate creation and development of new innovative SMEs, with high added value products and services in order to promote sustainable economic development, to reduce peripheral character of the zone through stimulating cooperation and common actions and creating a new cross border business infrastructure from which both Romanian and Bulgarian start-up SMEs to benefit direct, by locating their business in the new created infrastructure and indirect by benefiting from the services and networking offered by the new created entity. Exchange of information and promotion of best practice will concur to consolidation and functionality of business support entity – Technology and Business Incubator. The project develop a close cooperation between private and public sector establishing a partnership between City Hall of Craiova, ARDBC Vidin and ARIES Oltenia, joining forces, experience and resources, creating the framework for fostering cross border cooperation and economic development.

### **Specific objective**

Fostering new cross border business development and cooperation through common business services, innovation and technology transfer by establishing of a new cross border business infrastructure - Technology and business incubator for the cross border zone Dolj-Vidin. Taking into consideration the common aims of the project's partners and the identified priorities in the cross border zone Dolj –Vidin the specific objective will be achieved by following type of actions:

- Establishment of a new business facility with cross border nature: refurbishment and modernization of the building dedicated to Technology and business incubator for the cross border zone Dolj – Vidin, including all necessary facilities, equipments furniture, services having as activities works, acquisitions, installations ; results: 1 functional building to be used by the selected start-up SMEs.
- Sharing information, good practice and know - how for best incubator functionality:
  - a) preparing and defining methodology for incubator functioning having as activities documentary visit of Romanian project team to the Business Incubator Vidin, round table “ Role of Technology and business incubator in economic development of the cross border zone”, elaborating the guide “ Best practice in business incubators” - results: project team, representatives of local public authorities, incubator administrators, incubated SMEs, innovative, R&D and TT entities informed, methodology for incubator functioning defined,

innovative, R&D and TT entities prepared to react;

b) preparing and defining eligible start-up SMEs having as activities training session of eligible start-up SMEs, a study visit of eligible start-up SMEs to the ARDBC Vidin – results: 3 seminars, 1 study visit, 25 eligible start-up SMEs informed, prepared;

- Common business services, innovation and technology transfer having as activities: networking, virtual advice, consultancy and business connection offered through Technology and business incubator for the cross border zone web page/portal, direct meetings, connection with innovative, R&D and TT entities and a closer cooperation between already existing Community business support networks (such as IRCs, EICs, BICs, OPETs, IRC Romania) – results: 1000 users of web page/portal - from which 8 incubated SMEs, minimum 5 networking connection;
- Informational and promotion campaign:
  - a) for attracting start-up SMEs and potential entrepreneurs to be incubated: elaborating and printing promotional materials (flyers, posters, booklets), direct and written promotion to the level of representative NGO in the cross border zone; announcements, articles in written local press, radio/TV apparition, press conference, elaboration soft web and portal, portal functional;
  - b) project visibility; Results: 1 soft elaborated, 1 web page/portal updated; publications: 1000 flyers, 300 posters, 5000 booklets, 3 banners, 500 guides; other visibility actions: 5 press conferences, 45 announcements, articles in written local press, radio/TV apparition