

Food in Eco Network – internationalization and global competitiveness
of European SMEs in Food and Eco Logistics Sector – GA 783395



AgroTransilvania Cluster

In the way of internationalisation FoodNet Project / Felix Arion



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Presentation of AgroTransylvania Cluster

INTEGRATIVE POLE OF SUSTAINABLE DEVELOPMENT OF AGRI-INDUSTRIAL SECTOR IN TRANSYLVANIA

**(Supporting of the Sustainable Competitivity of the Agri-
Industrial Sector)**



Presentation of AgroTransylvania Cluster

- OS.1. Increasing the research and development capacity in field of bio-economy as innovative smart specialization cluster
- OS.2. Increase of Sustainable Competitiveness of Agri-Industrial Sector in Transylvania
- OS.3. Encouraging the Set-up and/or the Development of Associative Forms
- OS.4. Increase of Qualitative and Quantitative Representatives of Cluster
- OS.5. Integration of Producers and/or Associative Forms into the Value Chain
- OS.6. Support the Development of Local and Regional Initiative

Presentation of AgroTransilvania Cluster

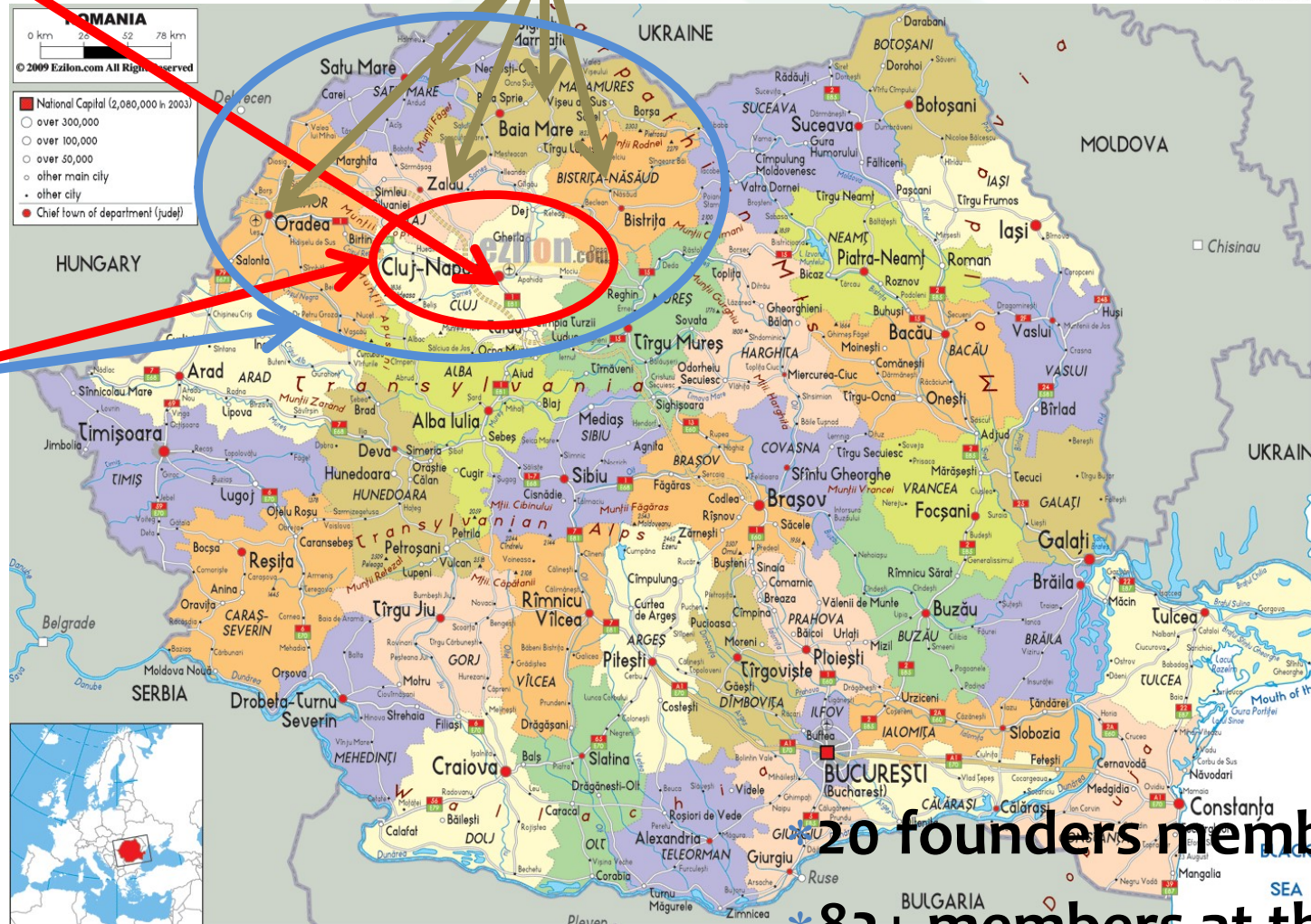
- ▶ 2013 – incipient cluster
- ▶ 2014 – Bronze label (ESCA)
- ▶ 2015 – Innovative Cluster
- ▶ 2016 – Silver Label (ESCA)
- ▶ 2019 – GOLD Label (ESCA)

Headquarter

Brach (office)



Area



20 founders members(2013)
* 82+ members at the moment

Producers

Inputs suppliers

Institutions
(universities, administrations)

Processors

Gross Market

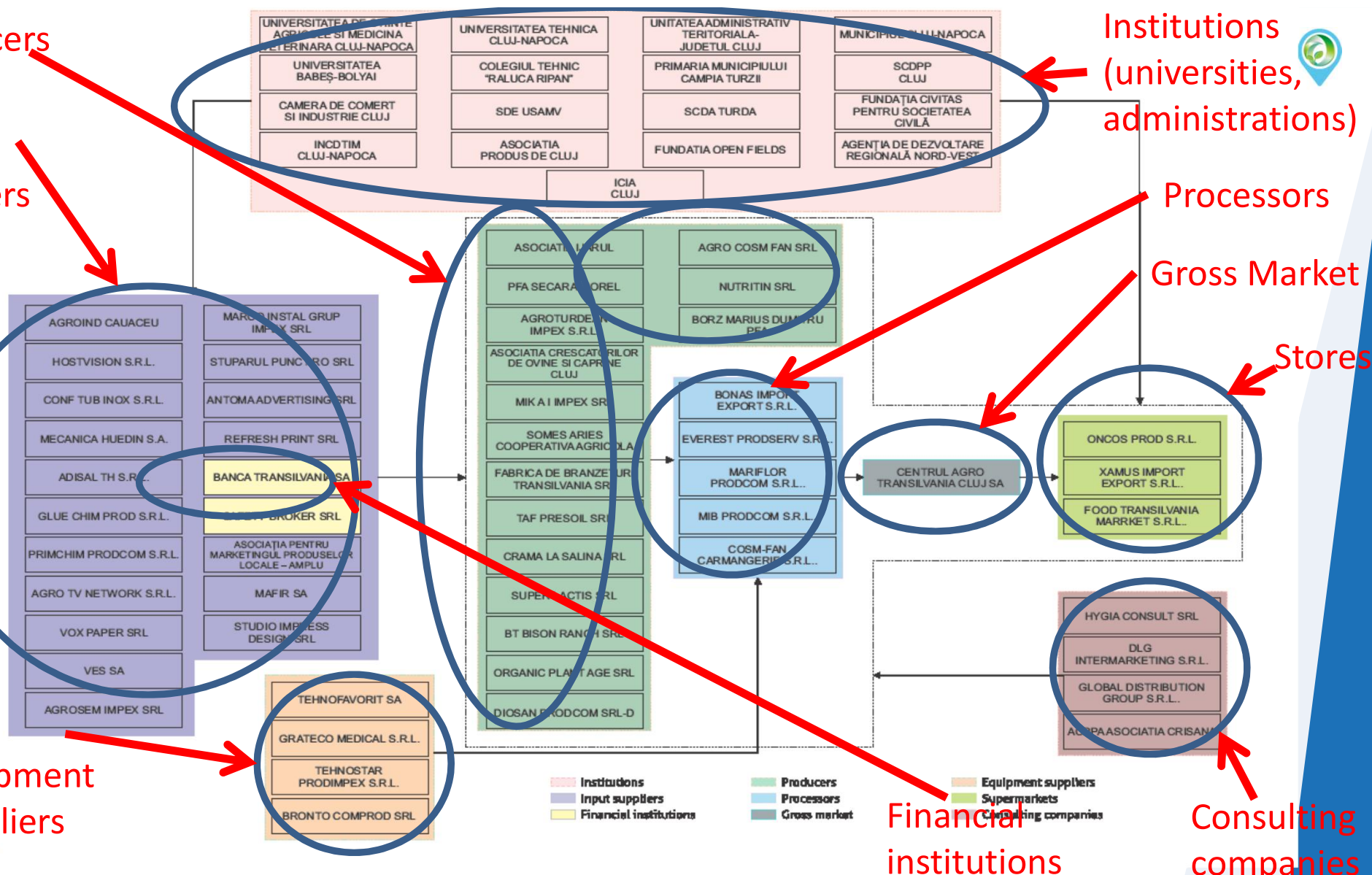
Stores

Equipment suppliers

Financial institutions

Consulting companies

FoodNet f



Internationalisation of AgroTransilvania Cluster

- ▶ European Networks
 - ESCP-4i: FoodNet (COSME)
 - ESCP-S3: TRACK (COSME)
- ▶ European Projects: H2020 PANCEA

Internationalisation of AgroTransilvania Cluster

- ▶ International Events
 - Economic missions (China, Japan, Jordan, South Korea, Vietnam etc.)
 - Fairs (China, South Korea, Europe etc.)
 - Matchmaking events (Iran, Canada, Europe etc.)
 - Conferences (Iraq, Japan, Canada, Ukraine etc.)

Motivation in FoodNet

- ▶ Open new markets for members
- ▶ Find new possible partners for projects
- ▶ Learning from partners' experiences
- ▶ Offering additional opportunities for members

Role in FoodNet

- ▶ Combining the requirements of the project with the needs of members
- ▶ Determining the success factors for an EU meta-cluster
- ▶ Validating the results and outcomes
- ▶ Promoting FoodNet Metacluster

Key learnings and findings

- ▶ Complexity of challenges for a metacluster sustainability is much higher than the sum of the ones of its members
- ▶ Cultural differences is not an easy problem to be solved
- ▶ Never ending story...



Thanks for your attention !

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PARTNERS

