

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



How to create a sustainable metacluster

Service proposal and strategic implementation roadmap /
Felix Arion



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Partnership Agreement

► ARTICLE VII. ACTIVITIES AND SERVICES

In order to ensure long-term partnership and the sustainability of the FoodNet Meta-cluster as well as to achieve its vision the following a number of activities and services are planned



Activities and Services

- ▶ Setting-up, management and sustaining the FoodNet Meta-cluster as European Strategic Cluster Collaboration Partnership, including development of a roadmap for implementation with a long-term cooperation agenda to foster the sustainability of the partnership.



Activities and Services

- ▶ Development of Internationalisation Strategy Plan and Roadmap for its implementation.



Activities and Services

- ▶ Systematic and continuous support for mapping of innovation and market opportunities in the field of agri-food and eco-logistics.

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SMART SPECIALISATION PLATFORM

European Commission / Smart Specialisation Platform / Tools / Digital Innovation Hubs / Transylvania Digital Innovation Hub - Transylvania DIH

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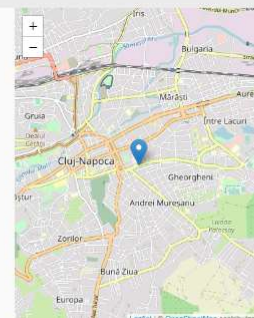
Digital Innovation Hubs

Transylvania Digital Innovation Hub - Transylvania DIH

Centrul de inovare digitală Transilvania - Transilvania CID

Contact Data

Coordinator (Networked, cluster organization)
Transilvania IT Cluster by ARIES T
Coordinator website
<http://transilvaniait.ro/en/home/>
Year Established
2017
Location
No 1, Dimitrie Cantemir Street, 400067, Cluj-Napoca (Romania)
Website
<https://transilvaniait.ro/en/transilvania-dih/>
Social Media
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Contact information
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Organization

Organizational form
(Part of) Private organization
Turnover
0-250.000
Number of employees
10-25

Evolutionary Stage

Fully operational

Geographical Scope

Regional

Funding

- Horizon 2020
- COSME
- European Regional Development Fund
- National specific innovation funding
- Memberships

Customers

Number of customers actually
>50
Type of customers
Start-up companies
SMEs (<250 employees)
Research organisations

Description

Description
Transilvania Digital Innovation Hub is an initiative developed by Transilvania IT cluster by ARIES T which is a non-profit organisation in collaboration with relevant stakeholders in the region: Municipality of Cluj-Napoca, Babeş-Bolyai University, Technical University of Cluj-Napoca, Regional Development Agency North - West, National Institute for Research and Development of Isotopic and Molecular Technologies INCIDIM, Agro Transilvania Cluster, Transilvanian Furniture Cluster, Transilvania Taste Cluster, Transilvania Lifestyle Cluster, Transilvania Energy Cluster (TREC), Transilvania Creative Industries Cluster, etc. This is an initiative perfectly aligned with the Digital Romania Manifesto, launched in November 2016.
Transilvania Digital Innovation Hub mission is to identify collaborative projects for digitalisation of all the relevant stakeholders: companies, clusters that activate in various areas (creative industries, agriculture, furniture, energy efficiency and agriculture), research institutes and software companies, public authorities, Universities. For all the interested parts, our objective is to stimulate technological innovative capabilities in order to support them delivering the products/services in the European Digital Single Market. With more than 1300 IT companies, 12 universities and 100 000 students, Cluj is considered a strong regional IT pole, the second after the capital, Bucharest. The development of this digitization initiative in Cluj region represents a first step in supporting an efficient technological development and mapping the city on the European catalogue/map of digitization.
In addition, our purpose is to support digitisation through collaborations with different sectors of activity through clusters and not only and to establish a culture of co-creation of technological joint solutions and products through a trans-sectoral collaboration, in every field from education and creative industries to health or agriculture. Also, our

Partners

Activities and Services

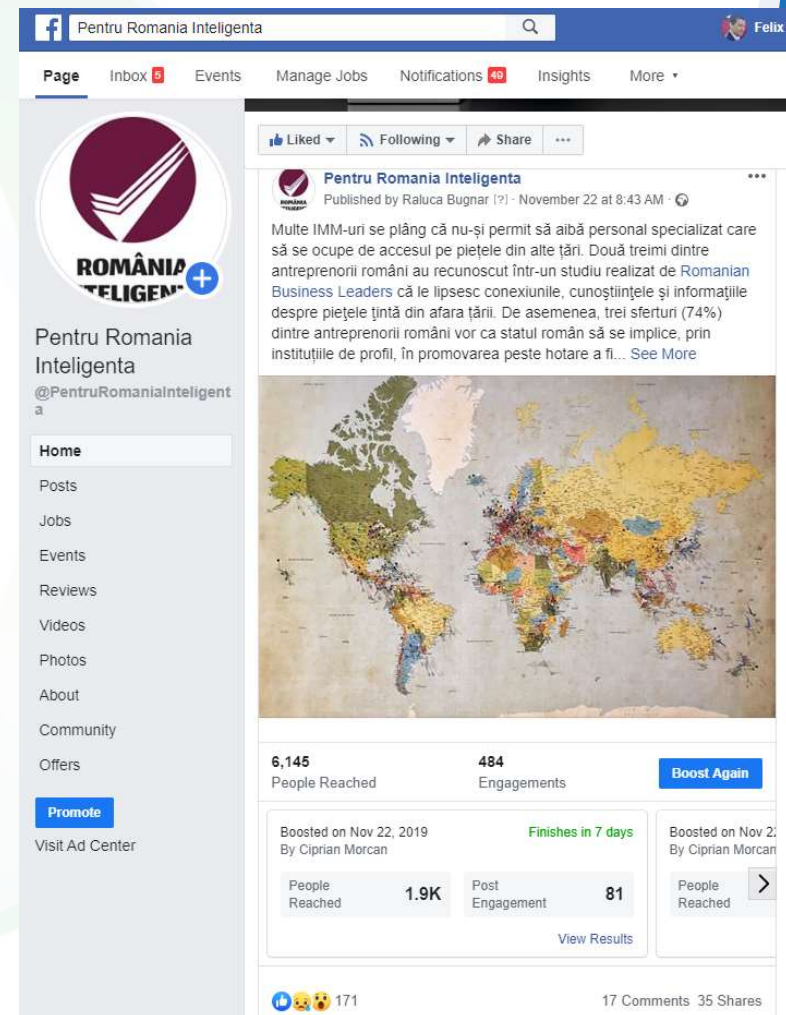
- ▶ Initiating and coordinating of inter cluster collaboration as well as collaboration between European clusters in food and logistics sector, and with clusters and SMEs in other industries (cross sectoral collaboration).

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Activities and Services

- ▶ Facilitating co-financing of projects and actions by providing information on possible public and private funding.



Pentru Romania Inteligenta
Published by Raluca Bugnar [?] · November 22 at 8:43 AM ·

Multe IMM-uri se plâng că nu-și permit să aibă personal specializat care să se ocupe de accesul pe piețele din alte țări. Două treimi dintre antreprenorii români au recunoscut într-un studiu realizat de Romanian Business Leaders că le lipsesc conexiunile, cunoștințele și informațiile despre piețele țintă din afara țării. De asemenea, trei sferturi (74%) dintre antreprenorii români vor ca statul român să se implice, prin instituțiile de profil, în promovarea peste hotare a fi... See More

6,145 People Reached **484** Engagements [Boost Again](#)

Boosted on Nov 22, 2019 By Ciprian Morcan **Finishes in 7 days**

People Reached	1.9K	Post Engagement	81
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[View Results](#)

Boosted on Nov 2, By Ciprian Morcan

People Reached [View Results](#)

171 Reactions 17 Comments 35 Shares

Activities and Services

- ▶ Mapping cooperation possibilities in third countries, and setting-up of communication and cooperation agreement with organizations supporting international cooperation in these countries and regions.



Activities and Services

- ▶ Providing services as training, informing, lobbying, partnership building, events / trade missions / fairs / matchmaking events organisation and/or participation.

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The matchmaking C2C, B2B, C2B is organised in the frame of "Clusters: Ecosystems for Innovation and New Business" - The 5th Transylvanian International Clusters Conference.

The event aims to bring together participants from different areas of work - ICT, E-Health, Creative Industries, Agro-food Industry, Energy, Furniture Industry - promoting sectorial and trans-sectorial collaboration models for addressing the present's global challenges.

The key of a successful business in the present days lays in the ability of using new, various resources and interconnectivity at many levels and fields of activity.

This is why the event addresses to all clusters, companies and institutions interested in cross-sectorial collaborations, support for innovation, development of new businesses and widening their opportunities at an international level.

All this is possible with the active involvement of Clusters - strong and complex structures, real ecosystems, which - due to their expertise and influence - contribute to the development of new and innovative idea, strategies and policies, sustain the companies in the set up of new business.

The matchmaking will gather together participants for all over the world - Europe, Asia, North America at the biggest cross-sectorial event in the South-Eastern Europe.

Together we are stronger!

On the 19th of September 2019 the event location will host The 5th Transylvanian International Clusters Conference where all the participants are invited to take part. The conference is an annual event that resulted from the necessity of creating joint innovative projects, with a major impact on the community, but also on the industries that the member entities are part of. The conference is at its fifth edition and will reunite more than 200 participants from Romania, European Union and abroad.

More info you can find here <https://transylvanianclusters.ro>

Cluj-Napoca City and Northern Transylvania Region are internationally recognised as a best practice model for collaboration and cluster animation thus being acknowledged with the Luminary Awards Gala of the European Commission's Open Innovation 2.0 Conference: <https://ec.europa.eu/digital-single-market/en/news/open-innovation-20-conference-2017>.

Why to participate?

- Showcase your most favourable projects, products or know-how
- Initiate cross-border contacts and co-operations
- Find new commercial/technological/research partners
- Present, discuss and develop new projects
- Meet and share views with researchers and experts.

The event will support innovative entrepreneurial culture by promoting examples of best practices identified at national and international level, by exchanging experiences and know-how with relevant actors in the field.

AGENDA OF THE MEETING

Friday, 20 September 2019

Time	Program
09:30-11:30	Bilateral Meetings Session 1 B2B, B2C and C2C meetings
11:30-13:30	Bilateral Meetings Session 2 B2B, B2C and C2C meetings

REGISTRATION
Closed since 25 September 2019

LOCATION
Cluj-Napoca, Romania

ORGANISED BY



Business Support on Your Journey



MEETINGS

Participants	150
Meetings	286

PARTICIPANTS

Austria	1
Belgium	1
Bulgaria	5
Cote d'Ivoire	1
Cyprus	1
Czech Republic	1
Denmark	1
France	1
Georgia	2
Germany	6
Greece	1
Hungary	4
Italy	1
Lithuania	2
Moldova Republic of	3
Netherlands	1
Norway	1
Poland	4
Romania	102
Serbia	2
South Africa	4
Spain	1
United Kingdom	3
United States	2
Total	150

Activities and Services

- ▶ Communication and promotion plan to support development of joint brand and international recognition of competitiveness of the FoodNet Meta cluster and their members.



Northern
Transylvania
Clusters
Consortium

Activities and Services

- ▶ IPR support, technology transfer

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Thanks for your attention !

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PARTNERS

