



## Cluster Management Workshop on Strategic Planning

Date: Friday, 15 November 2019 (9:30 – 13:00)

Venue: Sf. Gheorghe, Hotel Panorama Boutique, Calea Vâlcele DN13NE nr.9, Covasna County

Given the diverse challenges faced by traditional sectors in Romania with low labour competition from the Far East, the aim of this workshop is to identify alternative development processes, especially with regard to the Romanian textile industry.

Cluster strategic development objectives: Inter-cluster cooperation, Waste management, Cluster strategy

This workshop will provide insights into how to move towards a bioeconomic development model.

Agenda	
<b>Part I: Introduction</b>	
09:30 – 10:00	Welcome — Mirela Bogyo, cluster manager TTF Tour de table — All participants Objectives of the workshop — Daniel Cosnita
<b>Part II: Clusters present themselves: <i>Business model, success stories, challenges</i></b>	
10:00 – 10:20	ASTRICO NE — Carmen Boiciuc
10:20 – 10:40	Romanian Textile Concept — Mirea Greti Puiu
10:40 – 11:00	Transylvania Textile & Fashion — Mirela Bogyo
11:00 – 11:20	Pro Wood — Rezso Kadar
11:20 – 11:30	Coffee break
<b>Part III: Instruments to support cluster management</b>	
11:30 – 11:45	Business Model Canvas & Logical Matrix — Daniel Cosnita
11:45 – 12:00	Be Rural — Daniel Cosnita
<b>Part IV: Strategic Vision for Noliatex Consortium</b>	

12:00 – 13:00	Identification of the main development vectors of the Noliatex consortium — Moderator Daniel Cosnita
13:00	Lunch & End of event