



INVITATION

BE-RURAL-Bio-based strategies and roadmaps for enhanced rural and regional development in the EU and Covasna County – Central Region of Romania

Date: Friday, 6 September 2019 (9:00 – 18:00)
Venue: Sugas Hotel, Conference Hall, Sf. Gheorghe – Covasna County

We invite you to the event organized by the Institute for Economic Forecasting (IEF) of the Romanian Academy, in collaboration with the Romanian Cluster Association (CLUSTERO) and the Association of Small and Medium Size Enterprises of Covasna County (ASIMCOV) that will take place during “Covasna’s City Days” (6-8 September 2019).

The event aims to mobilize local/regional stakeholders and raise awareness of the importance of the bioeconomy for Covasna region. It will present all the goals, activities, outcomes of the BE-RURAL project within the Horizon 2020 programme, highlighting promising business models and successful best practices. The meeting will also serve to identify bio products specific to the Covasna region and last but not least possibilities to promote them on the market.

Concretely, the event is focused on the following: a) understanding the concept of bio-economy as an inter-disciplinary approach; b) identifying the local and regional stakeholders that will be involved in the upcoming activities of the BE-Rural project; c) finding and analysing the key factors regarding the potential of the bio-economy in the region, opportunities and risks; d) discuss availability of data and current status of the macro-environment (economic, social, political, technological and legal) in the region; e) identifying bio-products specific to the region together with the means of promoting them on the market; f) finding business models and technological options for the bio-economy sector in the region; g) creating synergies between the BE-Rural project and ongoing projects in the region; h) discovering the training/education needs in bio-economy that can be included in the university curricula; i) finding possibilities of cooperation with partners from other Romanian regions and from the EU, in the field of bioeconomy.

The next steps of the project will focus on the preparation and elaboration of a bioeconomy strategy/roadmap of Covasna region and on identifying other regional actors who might be interested in participating in the BE RURAL project activities. At the upcoming events, the plenary sessions will be followed by discussions in small working groups on the specific problems of the region in the field of bioeconomy, as well as the dissemination of good practice models from the countries participating in the project. An activity of great public interest will be the organization of



a pop-up store in one of the cities from Covasna region, where bio products specific for the region will be presented and promoted.

Please register at ASIMCOV-Mr. Vajda Lajos – President. E-mail: vajda@asimcov.ro

Agenda	
09:00 – 09:30	Registration and Coffee
09:30 – 10:00	Welcome and event introduction Mr. Vajda Lajos - President ASIMCOV
10:00-11:00	Presentation of BE-RURAL project and of the bio-economy in Covasna County Ms. Dr. Carmen Beatrice Pauna - Senior Researcher Institute for Economic Forecasting Romanian Academy
11:00-12:00	Possibilities of promoting the bio-products of Covasna County Ms. Dipl. Ec. Christina Leucuta -Senior Advisor CLUSTERO
12:00-13:00	Local strategy regarding the exploitation of the potential of bio-economy in the Covasna County Mr. Eng. Daniel Cosnita-President of CLUSTERO
13:00-14:00	Lunch
14:00-16:00	Plenary discussions with all local/regional stakeholders Moderators: Ms. Christina Leucuta and Mr. Daniel Cosnita
16:00-17:00	Presentation and demonstration of bio-products specific for Covasna County
17:00-18:00	Conclusions

Contact persons:

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