



Cluster Management Workshop on Strategic Planning

Overview

Date	15 November 2019
Location	Sf. Gheorghe, Hotel Panorama Boutique
Aim of the event	To better integrate the development efforts of the Romanian textile clusters, in terms of strategic development process.



Short summary: The workshop was organised by the Transylvania Textile & Fashion Cluster in cooperation with the Romanian Cluster Association. Four Romanian clusters (3 in the field of textiles and 1 in the wood and furniture sector) gathered on the 15th of November in Sf. Gheorghe to coordinate strategic development efforts in order to increase their competitiveness based on innovation and internationalisation. The workshop tackled the serious international challenge faced by traditional sectors in Romania, which consists in losing competitive advantages in the labour cost competition with the Far East – hence the need of getting business smarter. This endeavour requires structural change towards new innovative business model where Industry 4.0, circular and

bioeconomy approaches play a major role.

Against this background the BE-Rural strategic approach has been presented and discussed in the context of strategic planning processes at cluster level.

As a result, the clusters committed themselves to deepen inter-cluster cooperation, introduce joint actions in their strategies as well as to intensify waste management aspects as a first step towards a bioeconomic development model.



Agenda

Part I: Introduction

09:30 – 10:00	Welcome — Mirela Bogyo, cluster manager TTF Tour de table — All participants Objectives of the workshop — Daniel Cosnita
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Part II: Clusters present themselves: *Business model, success stories, challenges*

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

Part III: Instruments to support cluster management

11:30 – 11:45	Business Model Canvas & Logical Matrix — Daniel Cosnita
11:45 – 12:00	Be Rural — Daniel Cosnita

Part IV: Strategic Vision for Noliatex Consortium

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






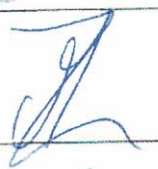




Titlu eveniment:

Data: 15.11.2019.

Nr.	Nume	Denumire companie	Semnătură	Acord de prelucrarea datelor personale și utilizare a pozelor conform GDPR
1	NENECIU MIRNECA	ICELAND INIMAR SRL BUDAU/RTXC		<input checked="" type="checkbox"/>
2	Liat weche leg	RTXC/ Datsa.		<input checked="" type="checkbox"/>
3	Puiu MIRELA GRETT'	RTXC/ NOLIATEX SRL		<input checked="" type="checkbox"/>
4	Boiciuc CARMEN	SOCIETATE ASOCIATA NOBLESSE		<input checked="" type="checkbox"/>
5	UTŌ KINGA	P.F.A ŪtŃ kinga		<input checked="" type="checkbox"/>
6	FODOR KLARA	ENT VIDEI IMPACT SRL		<input checked="" type="checkbox"/>
7	CALANCEA HEURietta	TRANSILVANIA TEXTILE & FASHION	Calancea	Calancea
8	GASZTOR EVA	T.T.F CUSCERA		<input checked="" type="checkbox"/>
9	GASZTOR FASINA	TEXT-FASHION		<input checked="" type="checkbox"/>

11.	CHITU ELEBAK	ASTREOKE / ASTREO SRL		
12.	TANASA ORSINA	SERVIMEX SRL	Tanasa	Tanasa
13.	ȘERBAN ȘERBILĂ	ASOCIATIA ȘERBAN ȘERBILĂ		
14.	CORNELIA MURARU IONEL	ASOCIATIA IND-AGRO-POL	Ch	Ch
15.	Mihai - Constantin Ivan	ASOCIATIA IND-AGRO-POL		
16.	Sebastian - Lucian Muraru	ASOCIATIA IND-AGRO-POL	Ch	Ch
17.	VERGIL - MARIAN MURARU	ASOCIATIA IND-AGRO-POL	Ch	Ch
18.	SULYOK - PAL ANDREA	ASP CLUSTER & BUSINESS SERV.	Sulyok.	Sulyok.
19.	BOSUP LASLO	DRIVER SRL	