



Business Support on Your Doorstep

ERBSN
Eastern Romanian Business Support Network
National Meeting
Cluj, 12-13 November 2015



**CAMERA DE COMERT, INDUSTRIE,
NAVIGATIE SI AGRICULTURA CONSTANTA**
Impreuna pentru afacerea ta



General presentation

Covers - equally and comprehensively
Eastern Romania

Six members - different specialisation,
distinct geographical coverage

COSME – 6 partners
H2020 – 3 partners

Three objectives - network
implementation, 20.000 services SMEs
and stimulation of SMEs

Romania Macro-region 2



- 30.4% of population, 30.3% of work resources, 27.7% of university graduates, and 31.1% of the agricultural land, 22.3% active enterprises, 18.3% turnover, 15.2% net investments made by enterprises, and 20.9% of the employees
- Modest innovator - very low innovation and R&D activities undertaken by SMEs, although improving their performance

ERBSN structure

COSME

Coordinator: Constanta CCI (ex EEN and EIC member, from 1997)

Business specialisation: Constanta CCI, Galati CCI (ex EEN and EIC member), and Bacau CCI (ex EEN member)

Innovation specialisation: Tehnopolis SRL Iasi technological and scientific park (ex EEN and IRC member), North-East RDA, and IPA SA research institute for automatization (ex EEN and IRC member)

Management: coordinator, steering committee, consultative committee of BSOs including RDA South-East, consultative group of host structures, working groups

ERBSN structure

H2020

Coordinator: Constanta CCI , no technical involvement

Technical coordinator: IPA SA research institute for automatization – 3 innovation experts of which 1 KAM, IMP³rove , innovation managers

Iasi scientific park Tehnopolis - 3 innovation experts, IMP³rove, innovation managers

North-East RDA - 3 innovation experts of which 1 KAM, IMP³rove, innovation managers

Management: administrative coordinator, technical coordinator, operational coordination committee

COSME SGA 2015-2016

Approach of all Enterprise Europe Network proposed activities:

- Advice, support and information: 100 local/regional events with 3,000 participants, 700 clients for individual advisory services of which 28 ASOs
- Cross-border partnering: 30 events with 400 clients participating in 1000 meetings, 300 profiles generating 400 Eols, all determining 34 Pas
- SME feedback: 120 clients in feedback actions
- Promotion: 30,000 digital services, 66 cooperation agreements
- Network building: 100 active contributions, 60 answers from the network

Individual resources and activities, common resources, jointly developed activities for a greater impact, common strategies

COSME SGA 2015-2016

All activities are implemented in an accelerated pace, following the long period of pre-contracting and the late launch of European funding sources for SMEs.

Management mechanisms in place

Main difficulties:

- *Late launch of ESIF and EAFDR measures for SMEs*
- *Lack of entrepreneurial culture for innovation*
- Lack of clarity in providing Advisory services and applying the ASO requirements
- Long times for profile validation, generating lack of trust, loss of interest
- Lack of information on SMEs feedback activities

H2020 SGA 2015-2016

Approach of EIMC and KAM proposed activities:

- 4 KAM services
- 55 EIMC services

Both activities approached gradually so to give time for partners to implement the KAM and EIMC development strategies, gain skills and tools, experience and expertise.

EIMC evaluation tool: IMP³rove, three experts by partners
KAM evaluation tool: shared by PRO-SME Consortium and adapted to MR2

H2020 SGA 2015-2016

KAM services

- Evaluation tool in place
- No Romanian SME financed under SME Instrument

EIMC services

- IMP³rove under utilisation
- Data base of potential beneficiary of EIMC services in place
- EIMC services delivery started by all three partners

Management mechanisms in place

Difficulties:

- lack of immediate interest of SMEs for innovation
- training and other staff development costs non-eligible

Positive aspects for SGA 2015-2016

Professional aspects: good balance between and coverage of business and innovation expertise; historical involvement in EEN 2008-2014, EIC and IRC; complementary sectoral innovation and research expertise; involvement of innovation policy maker; good understanding of SMEs needs and entrepreneurial culture;.

Organisational aspects: availability in developing common activities, common resources and extra joint projects – common tools (website, infowatch, e-bulletin, newsletter, fact sheets, etc); good support of host structures; historical good networking at local/regional level.

Contributions to Network activities of sharing know-how:

Gabriela Macoveiu, Director ERBSN ADR N-E, WG Communication

Vasili Apostol, Director ERBSN IPA SA, TG Research

Irina Frigioiu, Technical coordinator ERBSN CCINA Constanta, WG Advanced access to financing



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