

# Regional Centre of Excellence for Creative Industries

**Regio**   
PROGRAMUL OPERAȚIONAL REGIONAL

*Inițiativă locală. Dezvoltare regională.*

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## PROJECT BACKGROUND

- The development priorities of Cluj-Napoca Growth Pole = increasing competitiveness and innovation; encouraging and developing the entrepreneurial environment through projects that aim investments in business support structures
- Business support structure = a clearly defined structure that provides a range of facilities and/or premises to carry out economic activities in the field of production/services, aimed at attracting investments in order to tap the human and material potential of the area where they are located
- The development vision of Cluj Metropolitan Area = “an environment for high technology and innovation”.
- The creation of the REGIONAL CENTRE OF EXCELLENCE FOR CREATIVE INDUSTRIES AND IT project was outlined within the meeting from December 2009, between the representatives of the European Commission, of Cluj-Napoca Municipality and of the North-West Regional Development Agency.



## PROJECT JUSTIFICATION

- The business support structures represent a vital factor for increasing the attractiveness of the regions as locations for investments in economic and social activities and a key tool for stimulating the regional and local business environment, especially in the areas specifically focused on development of creative industries.
- Cluj-Napoca has the opportunity to become a Centre of Excellence in the creative industries field, in Romania
- Important: the existence at a city level of INTERESTED stakeholders, with the necessary knowledge and skills for the profile industry (prestigious architecture, design, television, theatre and film faculties, publishing houses, museums, software producing companies)
- Profile events, unique in Romania, by their importance: TIFF, the Puppet Theatre Festival etc.
- The lack of an adequate space for an exhibition center

## CONSULTATIONS / DEBATES

Regarding the implementation of the project, the Municipality of Cluj-Napoca launched a consultation process of the interested partners and stakeholders, that were invited to discussions:

- during the project preparation, to clearly identify their needs
- after the development and evaluation of the project (aiming at signing the financing contract), for presenting the Lomb investment area and the opportunities created by the project

## **Stakeholders that attended the meeting:**

- University of Art and Design
- “Babeş-Bolyai” University - Faculty of Theatre and Television, Faculty of Mathematics and Computer Science
- Technical University - Faculty of Automation and Computer Science
- The National Theatre, the Hungarian Theatre, The Puppet Theatre
- Cultural associations
- Order of Architects of Romania
- ARIES Transylvania
- Paintbrush Factory
- Etc.

# **REGIONAL CENTER OF EXCELLENCE FOR CREATIVE INDUSTRIES**

## **SMISS 37584**

It is part of a programme of projects, proposed and approved by the Integrated Development Plan - Cluj Metropolitan Area, and directly contributes to the achievement of its development priorities.

The Regional Operational Programme 2007-2013 - Priority Axis 1

Managing Authority: Ministry of Regional Development and Public Administration

Intermediate Body: North-West Regional Development Agency

Total value of the project: 68.389.303,3 lei

Financial assistance grants: 25.990.997,05 lei

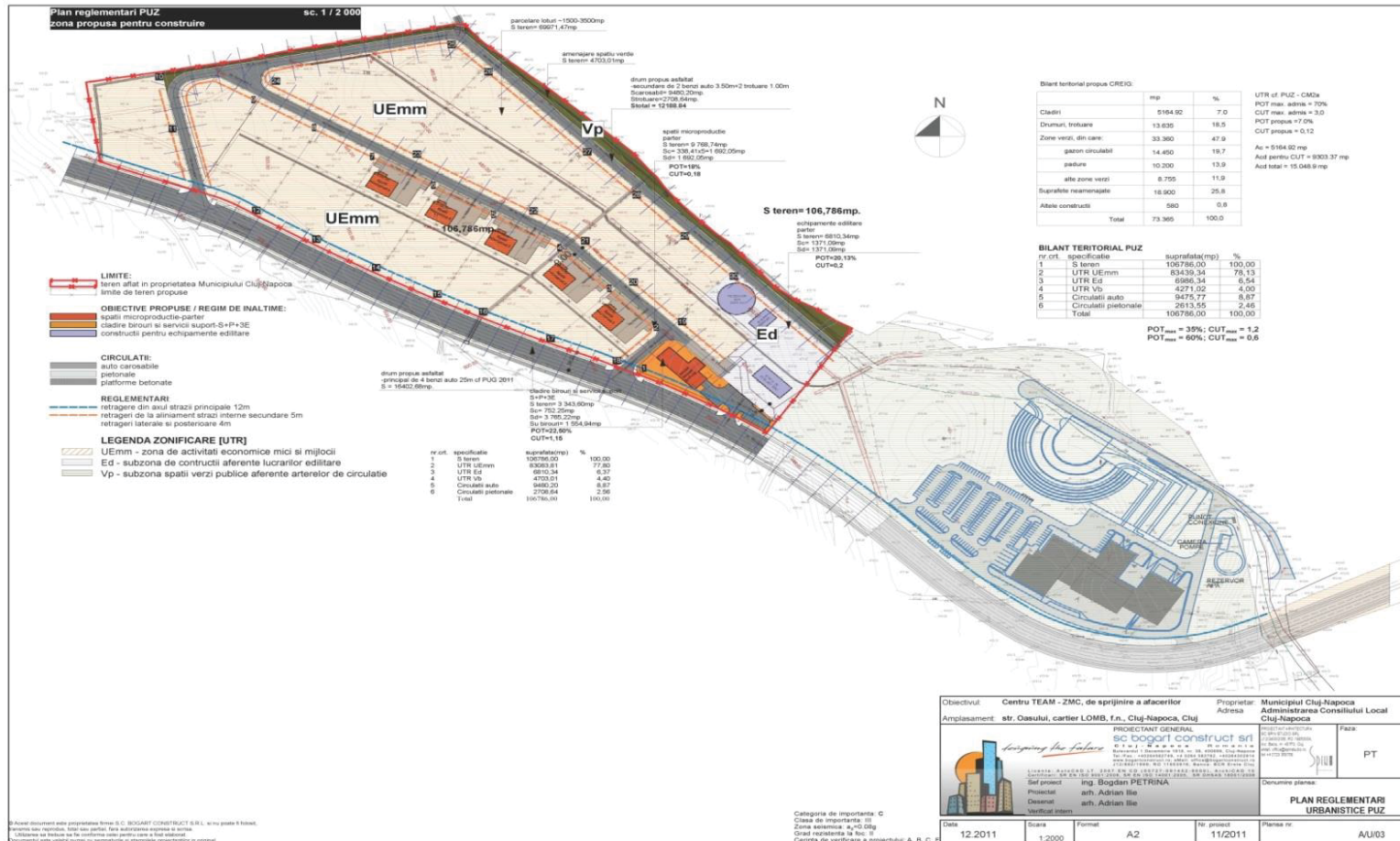
## OBJECTIVES

- **The overall objective** of the project is the creation of a regional business support structure for the SME's sector, especially for companies working in the creative industries field in the North-West development region.
- **The specific objective** of the project is the creation of the Regional Centre of Excellence for Creative Industries in Cluj-Napoca, in order to stimulate the emergence of new jobs and the development of the regional economy, as a result of promoting the creative industries.

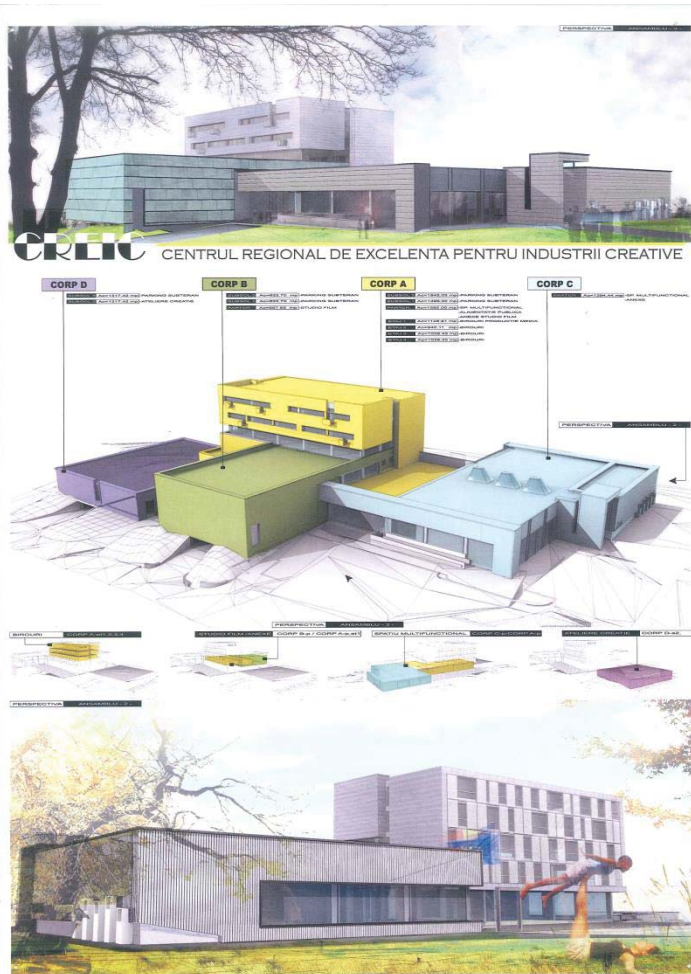


# LOCATION - LOMB AREA CLUJ-NAPOCA

THE SURFACE OF THE LAND 73.365 sqm



# BUILDING STRUCTURE



Arranged according to volume in four different buildings, by number of levels;

Vertical structure: 3 basement levels, ground floor and 4 floors;

Useful area = 13.256,35 sqm

Offices = 2.230,93 sqm

Workshops = 966,07 sqm

Multifunctional Spaces = 1.056,55 sqm

Indoor parking = 125 spaces

Outdoor parking = 209 spaces



## OFFERED SERVICES

- Spaces for conducting business (office spaces, workshops, audio-video production spaces) and spaces for organizing events (conferences, exhibitions, artistic performances);
- Green Amphitheatre for organizing outdoor events;
- Integrated services for business;
- Free help-desk support in the fields:
  - consulting and IT services
  - legal advice
  - financial advice
  - promoting the business for free on the web portal of the center





## IMPACT

The target market of the “Regional Centre of Excellence for Creative Industries” is represented by all the active companies in the North-West Development Region, which can operate in a business support structure (in terms of size and specific activity). The target market, in terms of film/TV production, is nation wide.

26 beneficiary companies: 18 micro and small companies, 6 medium companies and 2 large companies;



## IMPACT

Total number of new jobs created within the hosted companies - 141;

Total number of new jobs created in the administrative structure of the center -12;

Increasing the competitiveness of SME's in the North-West Region by providing access to a package of services and facilities;

Creates, at a local level, the premises for the development of an emerging cluster in the creative industries field.



## CREIC - A UNIQUE STRUCTURE

- through the complexity and diversity of the facilities and services offered;
- by designing the entire structure to a very dynamic niche field, that of the creative industries;
- by producing a cluster effect that allows the increase of the companies competitiveness, due to information exchange and the facilitation of business partnerships.



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