

## ClusterXchange in Romania - EXCELIVING

### The EXCELIVING Project

The EXCELIVING project aims to address the challenges to promote a favourable ecosystem to give the European Habitat value chain a competitive lead in the promotion of healthy, age-friendly and sustainable living spaces. In this sense, the EXCELIVING project has a multi-stakeholder and multi-sectoral approach involving different European clusters related to development of solutions for a healthy, sustainable and age-friendly Habitat.

### The ClusterXchange Event in Romania

The ClusterXchange events in the EXCELIVING project allows visitors to learn and stay with a host organisation from another country with financial support of a grant.

These exchanges aim at helping SMEs within the partnership to develop new partnerships, explore new business opportunities abroad and identify funding for business and innovation, to reach proof of technology and grow beyond that. In addition, it enhances the innovation process by providing professional and sectoral support to entrepreneurs and start-ups.



**Host partner:** Transylvanian Furniture Cluster

**Country:** Romania

**Location:** Cluj-Napoca

**Duration:** 3 days

**Dates:** June 12 – June 14, 2023

**Topic:** 'Cooperation, internationalization & digitization for SMEs in the habitat sector'

**Objectives:**

- Facilitating partnerships between businesses, and organisations to develop and implement age-friendly policies and programs that support healthy living and active aging;
- Showcasing innovative projects and examples of good practices of cooperation, internationalization and digitalization in the industries
- Learn about Romanian business practices that could support business growth and innovation for the habitat sector.
- Promote synergies among clusters and their

members in this field, exploring business opportunities.

**Day 1 – 12 June 2023**

Location: Regional Centre of Excellence for Creative Industries

**Session 1 | 9.30 am – 12.30 pm**

9.30 am – 9.45 am | **OPENING SESSION**

- **Welcome** - Ciprian Morcan – Cluster Manager @ Transylvanian Furniture Cluster | 5´
- **Introduction on the ClusterXchange context** - Julio Rodrigo – Innovation Manager @ AMBIT – Living spaces cluster | 5´
- **Twinning Programme – agreement rules** - Cristina Acal Quirós – Cluster Habitat Sustentável | 5´

9.45 – 10.00 am | **ROUNDTABLE** – Each participant will present themselves

10.00 am - 10.30 am | **EXCELIVING project and partners presentation**

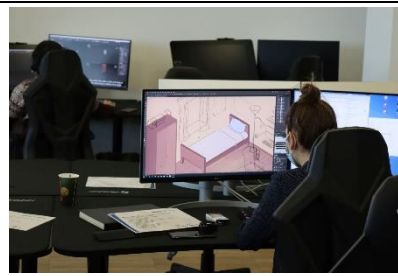
- **Project partner presentation:**
  - Transylvanian Furniture Cluster | 5´
  - AMBIT – Living spaces cluster | 5´
  - SMARTECH Cluster | 5´
  - Cluster Habitat Sustentável | 5´
  - Danish Life Science Cluster | 5´
- **Presentation of the EXCELIVING [Helpdesk](#)** | 5´

10.30 am – 12.00 pm | **GOOD PRACTICES IN CLUSTER COOPERATION AND SERVICES**

- **Presentation of the laboratories:**
  - **Ioan Cionca** - R&D Laboratory Manager @ Transylvanian Furniture Cluster | 15´
  - **Ania Pascalău** - Marketing Manager @ Cluj Innovation Park | 15´
- **The Design, Prototyping and Testing Laboratory, CGI & VFX and the Machine Learning Automation Laboratory**

This session will provide an opportunity for visiting organisations & companies to visit **three laboratories** focused on cutting-edge technology and innovation. During the visit, participating companies will not only be presented with the technology and innovation of our laboratories but also with the **services available** for companies in different sectors of activity. The labs specialize in testing furniture and materials, providing machine learning tools, and more, for various industries at European level and remote.

Participating companies will be presented the technology and the innovation of the laboratories, while also being presented the services available for companies in different sectors of activity, such as: product development & prototyping (for all sectors of activity), testing of furniture and materials, as well as machine learning tools. In addition, this session will focus on sharing experiences among the participants and showcase the activities of the Transylvanian Furniture Cluster. Our cluster has achieved increased interest in the **laboratory services towards its members and other companies.**



**12:00 pm – 1:30 pm Networking Lunch**

**Session 2 | 1:30 pm – 5:30 pm**

1.30 pm – 2.30 pm | **B2B EVENT – MATCHMAKING AMONG COMPANIES / C2C EVENT**

This B2B matchmaking event will bring together SMEs from a range of industries, including technology, furniture, life science, sustainability, construction, agro-food, and creative industries. The event will provide a platform for companies to connect with potential partners, suppliers, and customers from across different sectors, and explore new business opportunities for internationalization. Participants will have the chance to attend pre-arranged meetings with other SMEs based on their specific interests, needs, and capabilities. The event is designed to facilitate cross-sector collaboration, encourage knowledge sharing, and foster new partnerships that can drive growth and innovation in various industries.

2:30 pm – 3:05 pm | **PANNEL DISCUSSIONS: REGIONAL COOPERATION AND SERVICES FOR SMEs**

- **The Smart Specialization Strategy of the region:**
  - **Cristian Otgon** – Head of Smart Specialization Department @ North-West Regional Development Agency | 10'
- **Services for SMEs:**
  - **Ioana Dragos** – Technical Project Management Expert @ North-West Regional Development Agency | 15'
- **Felix Arion** – General Manager of AgroTransilvania Cluster / Representative of the Northern Transylvanian Clusters Consortium | 10'

3:05 pm – 4:05 pm | **SUSTAINABLE AND ACCESSIBLE PRODUCTS | ENHANCING HEALTH & ACCESSIBILITY**

- **Sustainable and accessible product design:**
  - **Octavian Simion** – Doctoral university lecturer @ [Art and Design University Cluj-Napoca](#) | 15'
  - **Denes Levente** – Associate Professor @ West Virginia University | 15'
- **Technology – Enhancing Health and Accessibility**
  - **Ioan-Gheorghe Petrovai** – Director of Innovation @ FreshBlood HealthTech 15'
  - **Răzvan Cherecheș** – Director @ ROTSA (Romanian Tech Startups Association) and Director of Research Development @ RoNeuro Institute 15'



## ClusterXchange Romania

'Cooperation, internationalization & digitization for SMEs in the habitat sector'

### 4:05 pm – 4:30 pm | [EBRD – European Bank for Reconstruction and Development](#) – services and study cases in Romania

The EBRD was created in April 1991 to 'foster the transition towards open market-oriented economies and to promote private and entrepreneurial initiative'. Through their projects, business services and involvement in high-level policy reform, we're doing more than ever before across three continents. Since then, they we have invested over €180 billion in more than 6,500 projects across three continents.

Active in almost 40 economies across three continents, they provide expert regional analysis and forecasts, as well as support financial investment projects, together with business advisory services and the promotion of trade finance and loan syndications.

Moreover, EBRD staff regularly work on policy reform with governments, business leaders and regional officials, helping shape policies and initiatives that create favourable economic conditions and improve lives.

### 4.30 pm – 5.30 pm | [B2B/C2C EVENT – MATCHMAKING AMONG PARTICIPANT CLUSTERS](#)

A continuation of the 1<sup>st</sup> session of B2B/C2C matchmaking. SMEs and cluster organisation will connect with the participants of the ClusterXchange to share ideas, facilitate collaboration and encourage knowledge sharing among each other.

### 6.00 pm – 8.00 pm | [NETWORKING DINNER \(COCKTAIL\)](#)

## Day 2 – 13 June 2023

Location: RADISSON BLU HOTEL, CLUJ

### Session 1 09:00 am – 1:00 pm | [THE SERVICES PROVIDED BY DIGITAL INNOVATION HUBS AT EUROPEAN LEVEL](#)

9:10 am – 10.00 am | [PRESENTATION ON BOWI ACHIEVEMENTS, LESSONS LEARNED + Q&A](#)

10.00 am – 10.30 am | [SMEs SUCCESS STORIES](#)

10.45 am – 11.30 am | [INTERACTIVE PANEL DISCUSSION ON DIHs ROLE IN FACILITATING CROSS-BORDER COLLABORATION BETWEEN SMES](#)

Moderator curated questions directed to the panelists on this topic + questions to and from the audience. The purpose is to gather insights from **SMEs on their needs and challenges** that have (or not) been addressed by DIHs and recommendations for improvement.

11.30 am – 12.00 pm | [PRESENTATION ON FUNDING OPPORTUNITIES – FundingBox + Q&A](#)

12.15 am – 1.00 pm | Panel discussion with BOWI partners, advisory board and DIHs: moderator curated questions on building structural interregional collaboration between regions + Q&A  
Or



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Panel with representatives of DIHs – moderator curated questions on DIH best practices, activities, lessons learned, impact, benefits for SMEs, etc. + Q&A or Internet Pol where participants can ask questions and vote for top questions.

**1.00 pm – 2.30 pm NETWORKING LUNCH**

**Session 2 | 2.30 pm – 5.30 pm**

2.30 pm – 3.30 pm | **Visiting the manufacturing site of [ANTARES ROMANIA](#)**

3.30 pm – 5.30 pm | **Visiting the laboratories of the [Technical University of Cluj-Napoca](#)**

- Meeting with the dean and heads of departments | 15'
- Visit of the Research Centre for Advanced Technologies (intelligent robotics, medical robotics, Industry 4.0, 3D scanning and reverse engineering, composite materials manufacturing) | 45'
- Visit of the Industrial Design laboratory and makerspace | 30'
- Visit of the Virtual and Augmented Reality laboratory | 30'

**7.00 pm – 9.00 pm | WORKING DINNER AND CITY CENTRE VISIT**

**Day 3 – 14 June 2023**

**Session 1 | 10.00 pm – 12.30 pm** Conclusions and discussions at EXCELIVING level

Discussion with the present participants on the previous 2 sessions, as well as closing remarks. All attendees will be invited to share their feedback.

**1.00 pm – 2.30 pm NETWORKING LUNCH**

**Session 2 | 2.00 pm – 8.30 pm [IQ DIGITAL](#)**

Location: Opera Națională Română Cluj-Napoca

The project aims to provide Romanian SMEs with valuable and practical know-how resources from digitization and technology experts, as well as useful tools for accelerating digitization in business. Among the IQ DIGITAL Experts, the most important names from the local, regional and international tech industry, entrepreneurs, speakers, trainers and well-known specialists will be present at the session.

The event in Cluj-Napoca will bring companies from all over the region, providing a favourable context for knowledge sharing and inspiration.

**PRE-REGISTRATION LINK:**

