



# ARIES Transilvania

## Transilvania Digital Innovation Hub

### iTech Transilvania Cluster by ARIES T

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# Who are we?

- Cluj-Napoca, North-West of Romania
- Over 85 members (90% SMEs) from 6 counties: Cluj, Sălaj, Satu-Mare, Maramureș, Bistrița and Bihor, having over 5.000 employees in the companies and a turnover over 200 mil euro
- Companies specialized in software development, hardware and electronics, Universities, local public administration, Research Institutes, Catalisators
- Coordination of the Transylvanian Clusters Consortium 2018 - 2019



# Members Competences

- **Communication & Media**
- **Entertainment**
- **Financial services**
- **Constructions**
- **Logistics**
- **Education**
- **eGovernance**
- **Manufacturing**
- **eHealth**
- **Utilities**
- **eTourism**
- **Sales and distribution**
- **Automotive & Aviation**
- **Consultancy**
- **Banking & Finance**
- **Pharmaceutical**
- **Communication & Media**
- **Home and Office Automation**
- **Insurance & Reinsurance**
- **Energy**
- **Earth Observation**
- **Intelligent Cities Solutions**
- **Support services**
- **IT Hardware/ IT Cloud**



# What's our Deal?

- **Innovation**
- **Collaboration**
- **Create synergies**
- **Digitalisation**
- **Support Smart Applications, Ideas & Projects**







# Collaborative projects for digitalisation

- **Education**
- **eHealth**
- **Creative Industries**
- **Robotics**
- **Industry Automatisatation**
- **Agriculture**
- **Cultural Heritage**
- **Circular Economy**

# IT Market Study

- **The National Study of the IT & C Market was initiated by ARIES Transilvania and the Gold Labeled iTech Transilvania Cluster by ARIES T, with the support of Cluj-Napoca City Hall and Local Council and it contained an analysis at national level and also a comparative analysis on the companies from urban centers in Romania, on a period of 6 years (2011-2016).**





# Main results

Number of active IT companies active in Cluj-Napoca, as well as its relative growth compared to the previous year, 2011-2016



● No. of companies in Cluj-Napoca      ● Relative growth



## Number of IT start-ups in Cluj-Napoca, as well as their weight from the total number of IT companies, 2011-2016





## Number of IT employees in Cluj-Napoca, as well as the relative annual growth in their numbers, 2011-2016



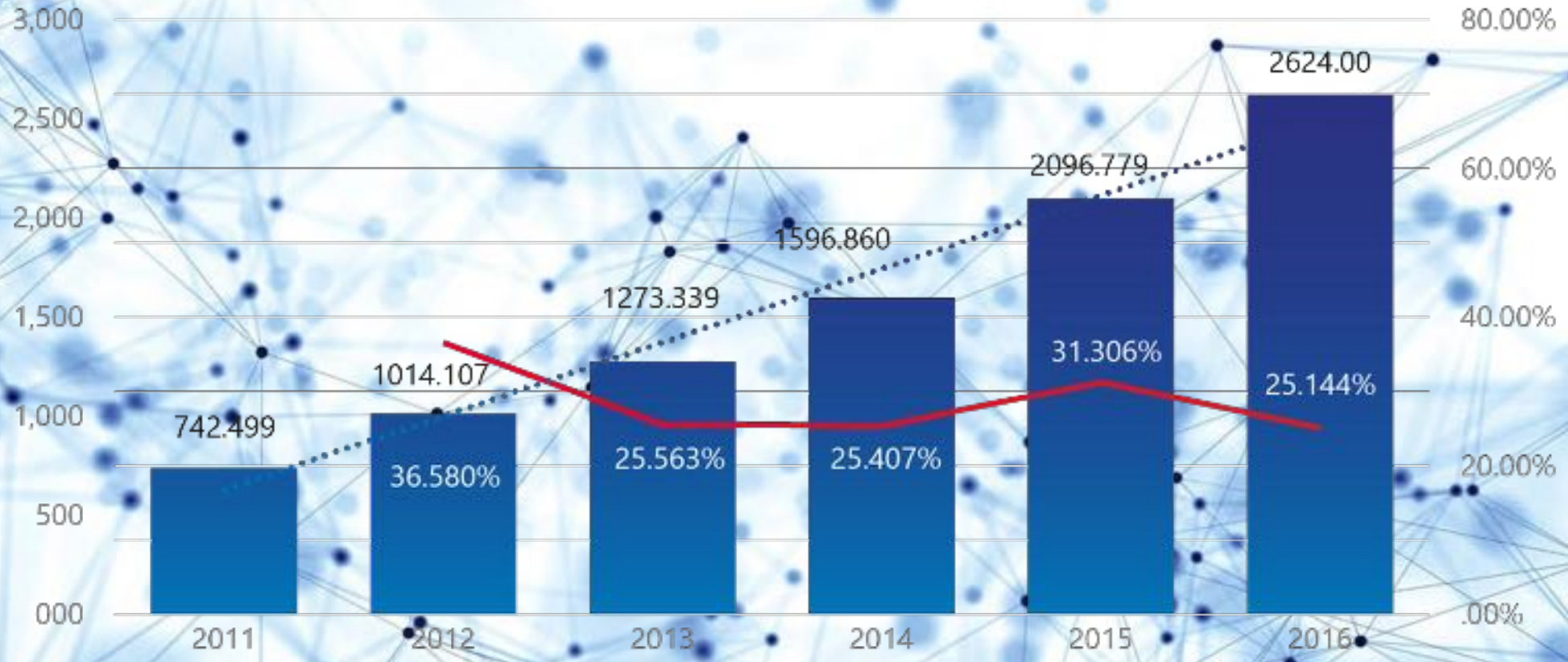
No. of employees



Relative annual growth in their number



## Total turnover of the IT companies in Cluj-Napoca and its relative growth, 2011-2016



● Added turnover (mil. RON)

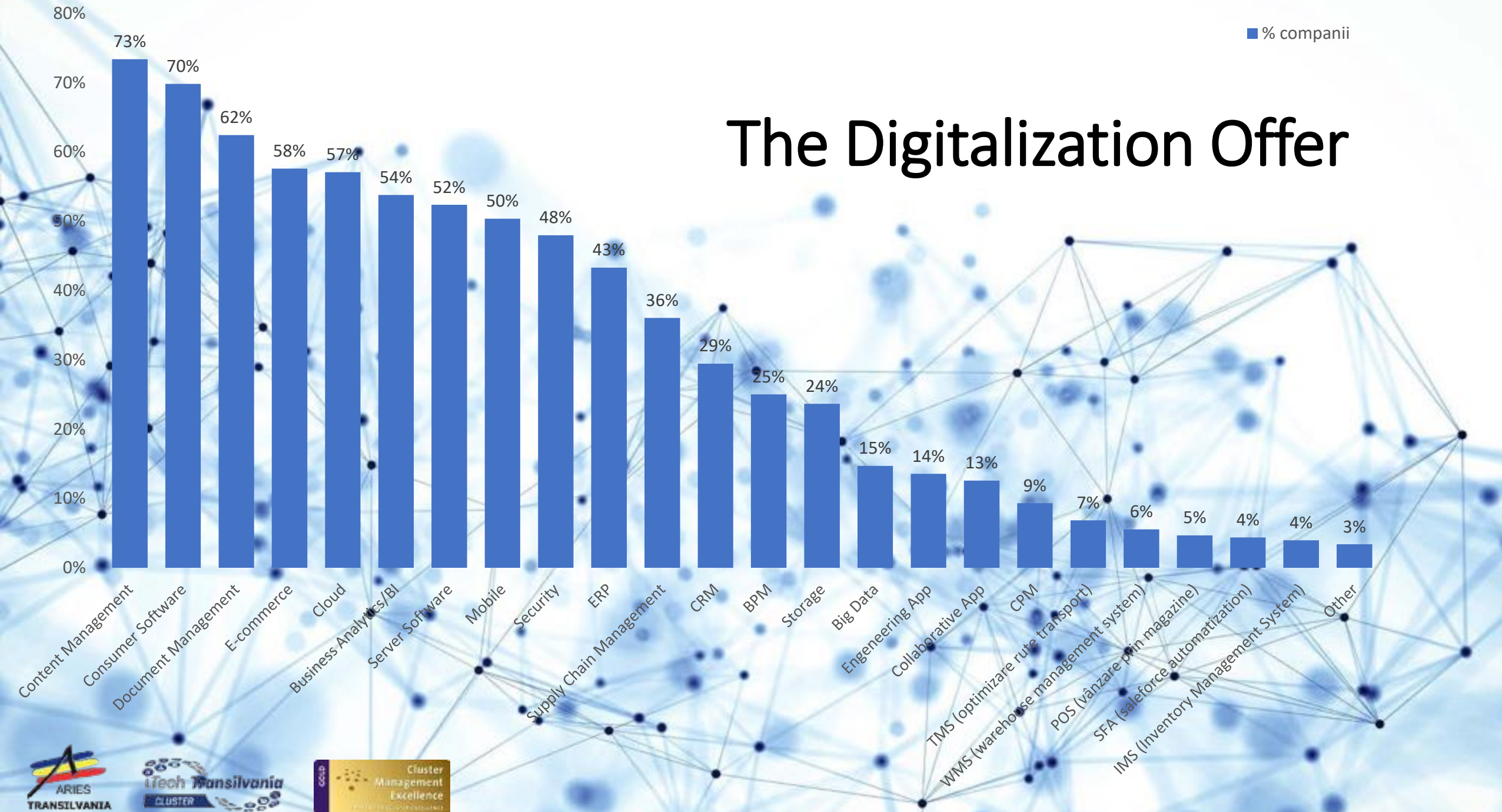
● Relative growth compared to previous year





# The Digitalization Offer

■ % companii





# Digitalization in Cluj

- **Regional IT is an industry that defines itself as being innovative. Its offer covers in particular the business and e-business segment, being somewhat lower for niche segments.**
- **Only a third of the turnover comes from national transactions. The local potential, although significant, is still not fully exploited. On average, 76% of the turnover (over 2 billion ROL) of IT companies is represented by sales of products for digitization.**
- **The industry has a greater addressability to the mature segment, aware of the benefits of digitization. These advantages are primarily aimed at simplifying and optimizing processes and facilitating decision-making.**



# Digitalization in Cluj

- **The main obstacles to the implementation of the digitization process are lack of expertise, high costs or incompatibility with the field of activity.**
- **The market signals major obstacles in the sale of digitization products, customer reluctance to benefit, lack of readiness, but also limited dedicated budgets. The solutions proposed to overcome these obstacles are aimed at educating clients and developing a complex strategy of attracting resources to implement digitization.**
- **In the medium term (5 years), the number of companies that will implement digitization will grow by about 35% -40%.**







# Innovative Projects

- **Enterprise Europe Network – COSME**
- **INNOCAP – H2020**
- **DIH<sup>2</sup> on Robotics**
- **EO CLIMLAB – ESA - ended**
- **ROCK – Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities**
- **Interconnectivity solutions on an European Level - eDelivery AccessPoint - ended**



# Collaborating with DG Connect & European Commission





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Innovation Dialogue 2017 & Innovation Camp 2018



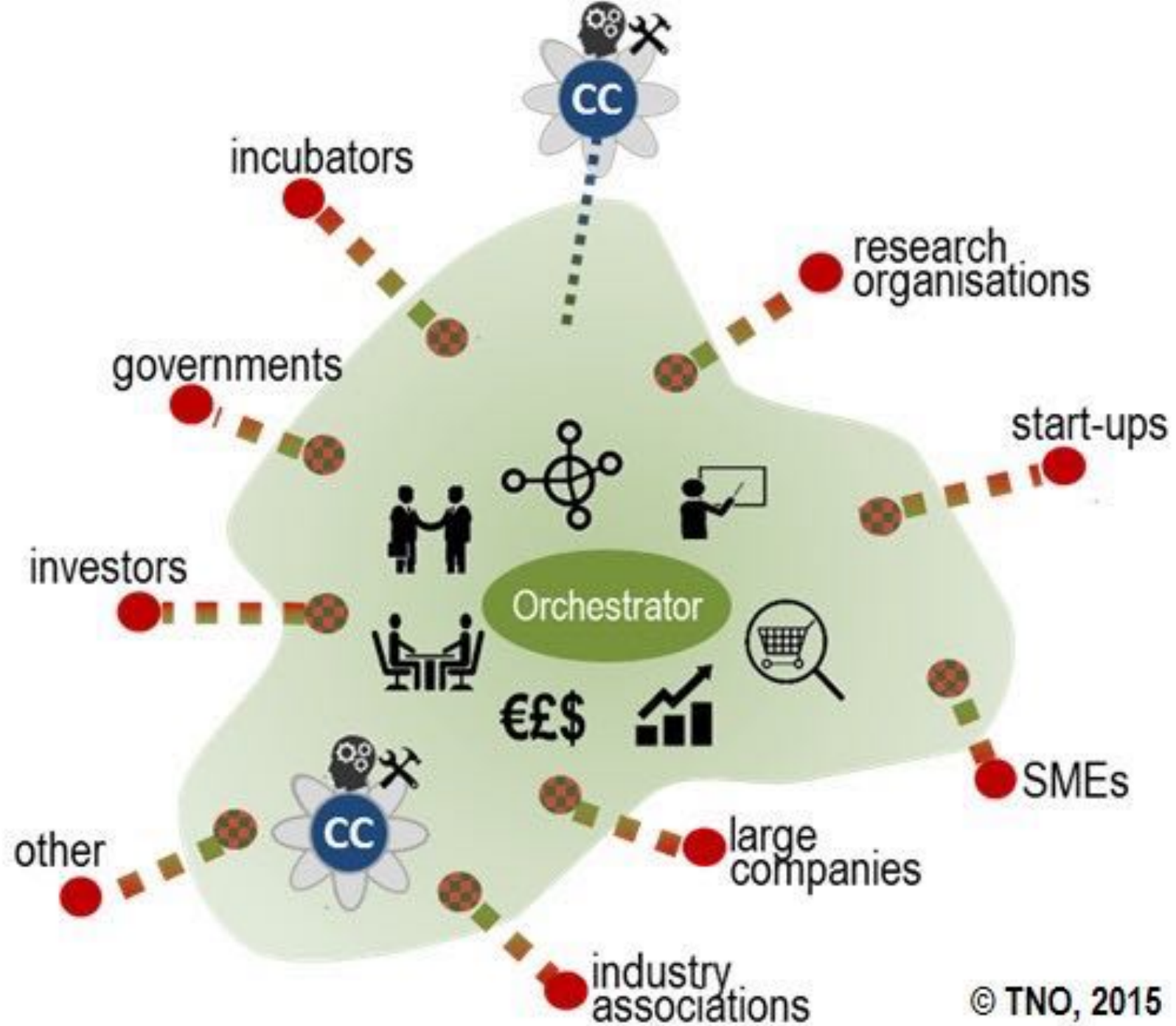


# Partnerships

- We have partnerships with the **Balkan Cluster Network (Serbia), Aerospace Valley Cluster (France), IT Cluster Circle (Serbia).**
- Currently the cluster offers support services for innovative projects, networking activities and international representation of **Transilvanian IT sector.**
- Our cluster was **one of the main stakeholders** that actively contributed to the development of **the first Creative Industries Cluster in Romania.**



# Transilvania Digital Innovation Hub



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# International Collaboration – ESA & EEN

- **Share the expertise of our member companies to create collaborative projects at an European level**
- **Create Business Profiles**
- **Find collaborative opportunities**
- **Create synergies and visibility at an International level**



# Let's Connect!

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