

## PROJECT ACTIVITIES

**Activity 1: STUDY on current stage and common and/or complementary opportunities for development**, in the following fields: **SMEs & financial services; research, innovation, technological transfer; agriculture; construction ; tourism; environment protection ; infrastructure** (ITC, road and naval transport systems, conventional and non-conventional energy. (28.07.2010-27.12.2010)

The **Study** will contain a database and clear identification of **sectoral poles of competitiveness**.

- ▶ research in Bulgaria
- ▶ research Romania and completion of study
- ▶ multiplying the study

The **Study** will be oriented on **7 important economic areas in Dolj-Vidin**: 1) SMEs and financial services; 2) research, innovation, technological transfer; 3) agriculture; 4) tourism; 5) construction; 6) environmental protection; 7) infrastructure: ICT, road and naval transport systems, conventional and non-conventional energy. It will be elaborated in English, based on separate research made in Dolj and Vidin districts. It will be completed by the applicant- ARIES- Oltenia Subsidiary. Based on the study, a **database** will be drawn up organized on the 7 fields, characterizing the sectoral poles of competitiveness.

**Activity 2: PORTAL DEVELOPMENT (27.07.2010-27.05.2011)**

- ▶ 5 soft packages: *interactive map, land management, population survey, local patrimony, simultaneous translation*

The **portal** will be managed by the applicant - ARIES, Oltenia Subsidiary, who will develop software applications.

Bulgarian partners will gather and post information of the area, they will up-date the portal and promote its services among business climate.

**Activity 3: ORGANIZING AND UNFOLDING 7 SECTORAL CONFERENCES (28.07.2010-27.05.2011):**

- ▶ 5 sectoral conferences unfolded in Romania
- ▶ 2 sectoral conferences unfolded in Bulgaria – P4

The sectoral conferences will be organized by the applicant (5 conferences) and his Bulgarian partners (2 conferences), according to the specific characteristics of the local economy. They will subcontract logistic activities for better coordination, following national provisions on public procurement.

**Activity 4: ELABORATING A PRACTICAL GUIDE FOR FOREIGN INVESTMENT PROMOTION THROUGH SECTORAL POLE OF COMPETITIVENESS (28.10.2010-27.01.2011)**

ARIES Oltenia will subcontract the elaboration of this Guide, in order to receive best expertise and methods on attracting foreign investments.

The **Guide** will be a *manual for local businessmen and authorities*, presenting appropriate information on how a region or a business should be promoted, using modern methods and marketing instruments. It will enclose particular information,

**Activity 5: PROMOTING AND INFORMATION ACTIVITIES FOR THE USE AND SUSTAINABILITY OF THE INTERACTIVE MAP (28.03.2011-27.08.2011)**

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These **meetings** will inform and train public authorities and business climate representatives about how to exploit and update information, getting the needed information, posting new information, requests, etc.

- ▶ 2 meetings in Romania – one addressed to public authorities and one to business climate
- ▶ 2 meetings in Bulgaria - one addressed to public authorities and one to business climate

These activities will target both parties interested - public and private sector, aiming to inform them on the opportunities of the portal, to train them for up-dating and using the information posted, to stimulate the use of specific instruments, such as business requests/offers that will allow further improvement of the portal.

### **Activity 6: INTERNATIONAL CONFERENCE “FOREIGN INVESTMENTS IN CROSS BORDER AREA, THROUGH SECTORAL POLES OF COMPETITIVENESS” AND EXHIBITION OF PRODUCTS AND SERVICES (28.03.2011-28.07.2011)**

ARIES Oltenia will organize the **conference** and **exhibition**, subcontracting logistic facilities (accommodation, catering, transport, exhibition facilities, etc) and **attracting specific foreign investors to participate at the Conference**. The applicant and the partners will identify most representative businesses to invite at the exhibition, for attracting foreign investors and support regional development.

### **Activity 7: ORGANIZING 4 ECONOMIC MISSIONS FOR INVESTMENT PROMOTION (28.09.2010-27.02.2012)**

- ▶ 2 economic missions in Romania
- ▶ 2 economic mission in Bulgaria

Each partner will *identify most dynamic economic sector* and will propose *economic sites* to be visited. Each **economic mission** will be *oriented on a specific economic area* that all partners will agree on. Investors from Bulgaria and Romania will be invited to visit the approved economic sites and embrace business opportunities.

### **Activity 8: VISIBILITY ACTIVITIES (TARGET GROUPS: SMES; PUBLIC AUTHORITIES; MASS-MEDIA; GENERAL PUBLIC)**

- ▶ 3 press conferences in Romania
- ▶ 3 press conferences in Bulgaria
- ▶ posters, flyers, banners in Romania and Bulgaria
- ▶ 11 radio announcements in Romania
- ▶ 7 radio announcements in Bulgaria