

## PROJECT OBJECTIVES

### GENERAL OBJECTIVE

**“Sustainable economic development of Dolj-Vidin cross border area, using regional opportunities and attracting foreign investments”**

The project undertakes **joint research, dissemination and information activities** for *analyzing local and regional economic advantages and opportunities*. These activities are structured on specific economic sectors: **SMEs, research, innovation, technological transfer, agriculture, tourism, constructions, environment protection, infrastructure**. The study on current stage and common and/or complementary opportunities for development will be structured according to these sectors, offering a clear image and analysis on sectoral development opportunities. Furthermore, 7 joint **sectoral conferences** will create the framework for Romanian and Bulgarian businessmen to interact, to exploit regional characteristics for common benefit. Foreign investments will be attracted in the cross border area, by preparing analysis of the cross border business climate - study and **practical guide for foreign investment promotion through sectoral poles of competitiveness**, as well as **promoting instruments for Dolj-Vidin cross border area - portal**. Economic development in Dolj-Vidin area will also be supported by enhancing and promoting cross border investments, through 4 economic missions.

The project will support **joint activities**, as follows: (a) *research - direct*, through business meetings and economic missions, and *professional-* structured study on local opportunities for development; (b) *networking*, through joint meetings; (c) *developing promoting instruments*: common promoting portal, International Conference, etc.

**These activities will contribute to joint identification of regional comparative advantages, through research and networking, and to joint enhancement of comparative advantages and joint reduction of disadvantages, through portal and International Conference in Dolj-Vidin cross border area. Under this aspect, the project will contribute to sustainable economic development in Dolj-Vidin area, complying with Specific objective No 3 of the Programme.**

### SPECIFIC OBJECTIVE

**“To identify local and regional advantages, to develop instruments for their enhancement and regional and international promotion”**

Local and regional advantages will be analyzed through **joint research** in Dolj-Vidin area, identifying *comparative resources and development opportunities*. The instruments created will allow large information on cross border opportunities for local and regional entrepreneurs, as well as for foreign investors. The **portal** will be designed in **3 languages** (Romania, English and Bulgarian) increasing the targeted audience. It will have an *interactive interface - virtual map* presenting opportunities and existing conditions for business development: SMEs database and their profile, sectoral development profile; requests and offers for services and goods, selling/buying opportunities for land, businesses, etc, creating a clear image on opportunities for business, with up-dating facilities from private and public entities.

On the other hand, **creating 7 poles of competitiveness** in Dolj-Vidin area will contribute to *continuous improvement of these sectors*, through **joint research activities and networking, know-how transfer and common sharing of business opportunities**. In this respect, the project will contribute to the *achievement of Priority Axis Objective 2: “To promote the image of cross border area inside and outside its boundaries”*, by: (a) *identifying and promoting regional advantages*, through poles of competitiveness; (b) *creating the framework for continuous improvement of the most important and emerging sectors in cross border area*, through networking and business meetings under poles of competitiveness; (c) *creating information structures for regional promotion at cross border and international level*, through joint portal and International Conference.