



Regional Innovation Fair The 2nd Edition, November 12, 2014 Arad, West Region Romania

West Regional Development Agency has been responsible for implementing the regional development policy in West Region since the creation of the eight development regions in Romania in 1998. It reached now over 16 years of expertise in the field of managing PHARE Social and Economic Cohesion programs, national funding programs, the Regional Operational Program for 2007 – 2013 and, since January 2013, the Operational Program for Increasing Economic Competitiveness.

Furthermore, West RDA implemented regional strategic projects funded by the European Commission, supported strategic investors to locate their business in the West Region, facilitated innovation, as well as clusters in the field of automotive and information technologies, and promoted regional partners internationally.

In this context, considering the success of “InnoMatch” Regional Innovation Fair 2013, West Regional Development Agency in partnership with Tehimpuls Association - Regional Centre for Innovation and Technology Transfer and the two clusters of the West Region - Automotivest and Regional Information and Communication Technology Cluster organized **the second edition of the Regional Innovation Fair**, annual event that promotes innovation generated in West Region Romania.

The second edition of the Regional Innovation Fair took place on **November 12, 2014**, at **Expo Arad**, Arad, West Region Romania.



The **Regional Innovation Fair** provided an exchange platform for a wide range of regional, national and international partners coming from ministries, companies, universities, RTDI organizations, public administrations and other innovation stakeholders.

The event also included the **Regional Eco-Innovation Competition** during which there were selected **eco-innovative** solutions focused on the efficient use of resources and reduced environmental impact



In the Exhibition Area, the universities and research organizations in West Region presented their innovative products, solutions, services and technologies within exhibition stands.

The Exhibition was visited by over 250 attendees, which were treated to a wealth of learning and networking opportunities, product showcases and financing opportunities.



The Regional Innovation Fair 2014 benefited from the **presence of representatives of the European Commission** and included:

- A. Horizon 2020 – Innovation, Cohesion and Excellency
- B. The Regional Strategic Projects within Horizon 2020 Program workshop
- C. Launch of the West Region Smart Specialization Strategy 2014 -2020
- D. The Regional Eco-Innovation Competition 2014
- E. Exhibition stands

A. Horizon 2020 – Innovation, Cohesion and Excellency

The Conference of Regional Innovation Fair started with the presentation of Horizon 2020 Program. There were presented and discussed opportunities offered by this program (presentation by **Ms. Raluca Cibu-Buzac**, Director of Regional Policy and Internationalization - West RDA), to what extent can increase the participation of companies in R & D projects, and what is the tool for SMEs (presentation by **Mr. Sven Schade**, Policy Analyst, DG Enterprise & Industry, European Commission). There were also presented the services offered by the network of National Contact Points on Horizon 2020 (**Ms. Letitia Pavelescu**, Coordinator of National Contact Points - Horizon 2020, the Ministry of National Education). It has also been presented the platform "Stairway to Excellence", which was launched in October 2014 with the purpose to assist regions and countries of the European Union to reduce the gap on innovation and to stimulate early and effective implementation of national and regional Smart Specialisation Strategies (presentation by **Mr. Mathieu Doussineau**, Policy Analyst, Knowledge for Growth Unit, Joint Research Centre, European Commission).





B. The Regional Strategic Projects within Horizon 2020 Program workshop

The Regional Strategic Projects within Horizon 2020 Program workshop was conducted as an interactive session, moderated by Mr. Charles de Monchy (Netherlands), in which were identified funding opportunities offered by Horizon 2020 for developing strategic regional projects in the field of research, development, innovation and innovative business development in six domains: health, energy, transport, environment, social inclusion, agro-food.



C. Launch of the West Region Smart Specialization Strategy 2014 -2020

Within the Regional Innovation Fair 2014, **Mr. Sorin Maxim**, General Director of West RDA and **Ms. Raluca Cibu-Buzac**, Director of Regional Policy and Internationalization, West RDA, presented the Smart Specialization Strategy for West Region - 2014 - 2020, which includes an overview of the regional economic system, an analysis of the use of results of research and development activities in enterprises, a diagnosis of smart specialization niches of target sectors and proposing policies and interventions. The document will be published for consultation in January 2015.



D. The Regional Eco-Innovation Competition 2014

This year, the event also included **the Regional Eco-Innovation Competition** during which there were selected **eco-innovative** solutions focused on the efficient use of resources and reduced environmental impact in the following sectors: automotive and mechanical engineering, agro-food, constructions, energy efficiency and renewable energy sources and information and communications technology. In order to participate in the competition, enterprises, research organizations or individuals wishing to register, went through the following steps:

- Completing and submitting the registration form to Competition
- Contacting the applicant by Tehimpuls. Once received by the Tehimpuls team, the registration form has been checked and the applicant organization was contacted for confirmation of registration and, if appropriate, for further information and clarification.
- Participation in an interview with regional experts. To get a clearer picture about the product, service or technology participating in the competition, there were organized interviews with representatives of the registered organizations
- Developing the presentation package. It was developed a presentation package for each participant consisting in : promotional materials, prototype of the product / service / technology, short film presentation etc., for exposure in an exhibition stand Regional Innovation Fair 2014.



Within the Regional Eco-Innovation Competition 2014 there were registered **24 products**, solutions and innovative technologies, which were evaluated by a team of four regional experts. Following the evaluation phase, 15 products were selected and invited to an interview session with regional experts. There were selected **10 best eco-innovative products** which have received an exhibition stand within the Regional Innovation Fair.

Winners of the Regional Eco-Innovation Competition 2014:

- **Medical Safe by Politehnica University SRL-D - PhD. Ing. Stefan PAVEL – 1st Place – The Regional Innovation Prize 2014**
Product: "Installation for the decontamination of medical waste water"
- **University of Agricultural Sciences and Veterinary Medicine of Banat „Regele Mihai I al Romaniei" from Timisoara - USAMVB Timisoara - Conf. Dr. Meder Narcisa - 2nd Place**
Product "Herbal food supplement used to prevent and combat a disease of bees"
- **SC AZUR SA – 3rd place**
Product: "Washable paint with thermal insulation properties"

Also, there were awarded seven mentions, as follows :

- **University of Agricultural Sciences and Veterinary Medicine of Banat „Regele Mihai I al Romaniei" from Timisoara - USAMVB Timisoara - Prof. Univ. Dr. Dorica Botău**
Product "Pharmaceutical ointment of Zea mais carotenoid extract"
- **University of Agricultural Sciences and Veterinary Medicine of Banat „Regele Mihai I al Romaniei" from Timisoara - USAMVB Timisoara - Prof. Univ. Dr. Dorica Botău**
Product : "Pharmaceutical ointment based on carotenoid extract of Hippophae rhamnoides fruit and process for production"
- **"Aurel Vlaicu" University of Arad – Conf. Univ. Dr. Ing. Dana Radu**
Product: "functional food for weight management"
- **The National Institute for Research and Development in Welding and Material Testing - ISIM Timisoara**
Product : "Welding method and device with rotating active element"
- **SC Hella Romania SRL**
Product: "UP30 electric vacuum pump for brake system"
- **The Cluster of Sustainable Energy in Romania - ROSENC**
Product : "Eco-hut"



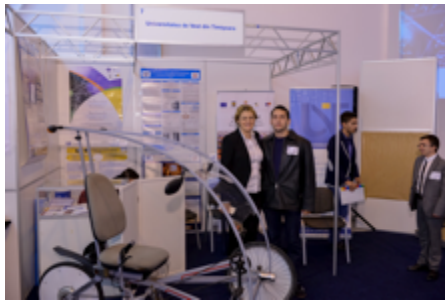
- **University of Agricultural Sciences and Veterinary Medicine of Banat „Regele Mihai I al Romaniei" from Timisoara - USAMVB Timisoara - Dr. Vintilă Teodor.**
Product: "Automatic installation for biogas production"

Prizes consisted in training sessions, consulting schemes and grants of 10.000 euro for the development of eco-innovative start-ups and offered within the "Eco-Innovative Businesses in West Region" project, funded through the Green Industry Innovation Programme Romania, Norwegian Financial Mechanism 2009-2014, Programme Operator - Innovation Norway.



E. Exhibition Area

In the Exhibition Area were present the top ten products / solutions / innovative technologies in West Region, selected within the Regional Eco-Innovation Competition and products / solutions / innovative technologies resulting from the research activity of the universities in West Region Romania





Over 250 people attended the second edition of the Regional Innovation Fair 2014. The event benefited from the presence of representatives of the European Commission, partner organizations in Hungary and Serbia, as well as a large number of organizations in the West Region. This year's event format included a participatory process for innovation awareness and promotion of research activities of universities and enterprises in West Region Romania and also the presentation of funding opportunities offered by Horizon 2020.

The Regional Innovation Fair 2014 benefited from a large promotion campaign that included: newsletters, press releases sent to regional and local newspapers in Romania, events, web pages, www.regiuneavest.ro, www.automotivest.ro, www.strategvest.ro, www.tehimpuls.ro and also social media channels.

We remind you that **the first edition of the Regional Innovation Fair "InnoMatch" held on April 3rd-4th 2013, in Arad, attracted over 650 participants, 47 exhibiting organizations** - research centers, universities and companies in the field of automotive and machine construction, agro-food, construction, energy efficiency and renewable energy sources and information and communications technology, and promoted **97 innovative products**.

More information about the Regional Innovation Fair – presentations, speakers, photos:

<http://www.regiuneavest.ro/en/events/events/>