

# THE NORTH-WEST REGION

ROMANIA



YOU SHOULD KNOW ABOUT

2015

**NORTHERN  
TRANSYLVANIA**

2014

The North-West Region of Romania - Northern Transylvania is geographically and strategically placed in Europe, effervescently involved in the industries of the future and deeply rooted to its history and nature.

Dynamic cities, well known universities and business infrastructures coexist with lovely villages, gorgeous landscapes and impressive historical buildings. Our people are innovative and multicultural.

All these make Northern Transylvania your best possible destination, whether it's for pleasure or for business.

# THE NORTH-WEST REGION

## KEY FACTS



# THE NORTH-WEST REGIONAL DEVELOPMENT AGENCY

ESTABLISHED in 1998 as a public utility NGO, under the provisions of the Regional Development Law and governed by the North-West Regional Development Council

**OBJECTIVES:** Diminishing regional disparities  
Contributing to the sustainable social and economic development of the region  
Enhancing internal, interregional, European and international cooperation.

MAIN OFFICE in Cluj-Napoca (Cluj county) and  
BRANCH OFFICES in the other 5 county capitals

## OVER 100 EMPLOYEES DEALING WITH:

Providing services for regional development

Regional planning  
Elaboration of strategies  
Stimulation of investments  
Cooperation and partnerships  
Implementation of projects and innovative actions

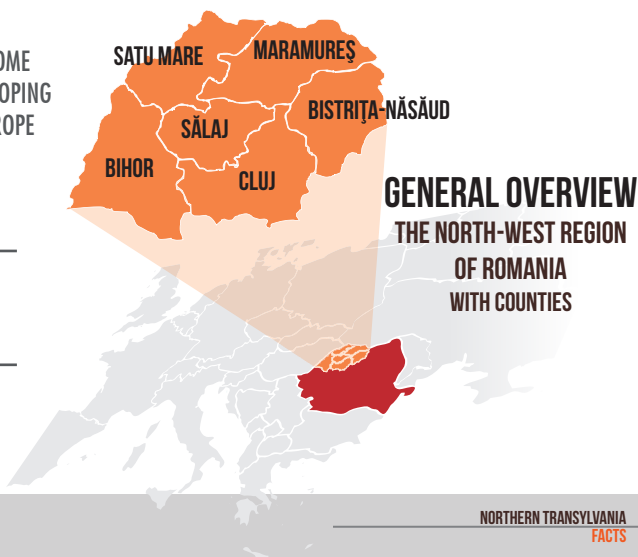
Management of EU funded Programmes

Implementing Authority for Phare ESC Programme 2000-2006  
Intermediate Body for the Regional Operational Programme for 2007-2013 and 2014-2020  
Intermediate Body for the Sectoral Operational Programme "Increase of Economic Competitiveness" for the period 2007-2013

## OUR LONG TERM VISION

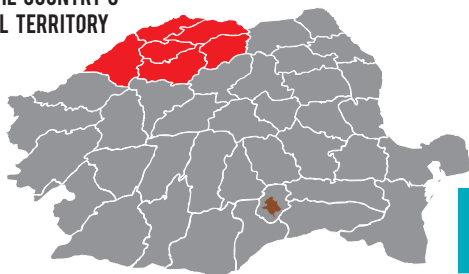
THE NORTH-WEST REGION AIMS TO BECOME ONE OF THE MOST DYNAMICALLY DEVELOPING REGIONS IN CENTRAL AND EASTERN EUROPE

- Guided by the principles of sustainable development
- Respecting traditions and historical, natural and built heritage
- Taking advantage of ethnic, cultural and religious diversity.



**SURFACE:**  
**34,160 km<sup>2</sup>**

REPRESENTING 14.32%  
OF THE COUNTRY'S  
TOTAL TERRITORY



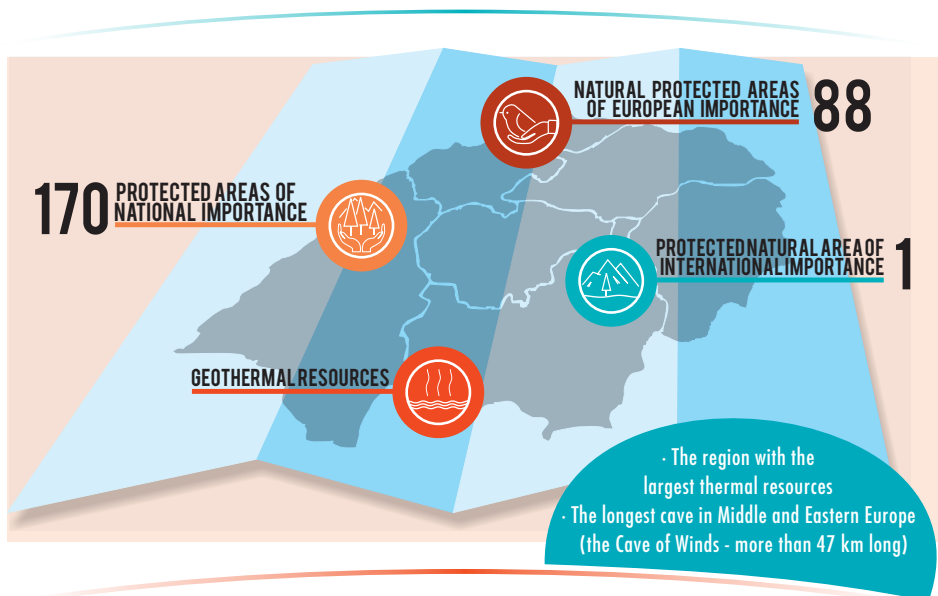
## LAND COVER:

- 28% mountains
- 30% hills
- 42% plains

## LAND USE (km<sup>2</sup>):

- total: 34,160
- agriculture: 20,923
- forests: 10,329
- water: 510
- other use (settlements, man made structures): 2,398

# NATURAL RESOURCES



### Protected areas of national importance:

- 3 scientific reserves
- 2 national parks
- 59 natural monuments
- 104 nature reserves

### Natural protected areas of European importance:

- 71 sites of European importance - 610,811 ha (17.88% of the region)
- 17 special protected areas for wildlife and birds - 391,816 ha (11.47% of the region)

### Protected natural area of international importance:

- Rodnei Mountains Biosphere Reserve - 47,227 ha, where 8,200 ha is a strictly protected core area

### Geothermal resources

- over 200 wells drilled, 61 used regularly
- water temperatures between 40° and 120° C

# TRANSPORT INFRASTRUCTURE

ROAD ACCESS TO MAIN URBAN CENTERS  
(EUROPEAN, NATIONAL AND  
COUNTY ROADS)



The fastest growing  
airport in Romania  
(Cluj-Napoca)

## ROADS



- 12,865 km of roads in the region, out of which 52 km are highways
- 93.3 km of highway between Gilău (Nădășelu) and Suplacu de Barcău are to be constructed until 2030. 64.3 km of highway between Suplacu de Barcău - Oradea and the Hungarian border are expected to be finalized until 2030

## RAILWAYS



- 1,668 km of railways in the region, out of which 312 km electrified
- 152 km of railway between Cluj-Napoca and Oradea are planned to be double-tracked, rehabilitated and electrified by 2030

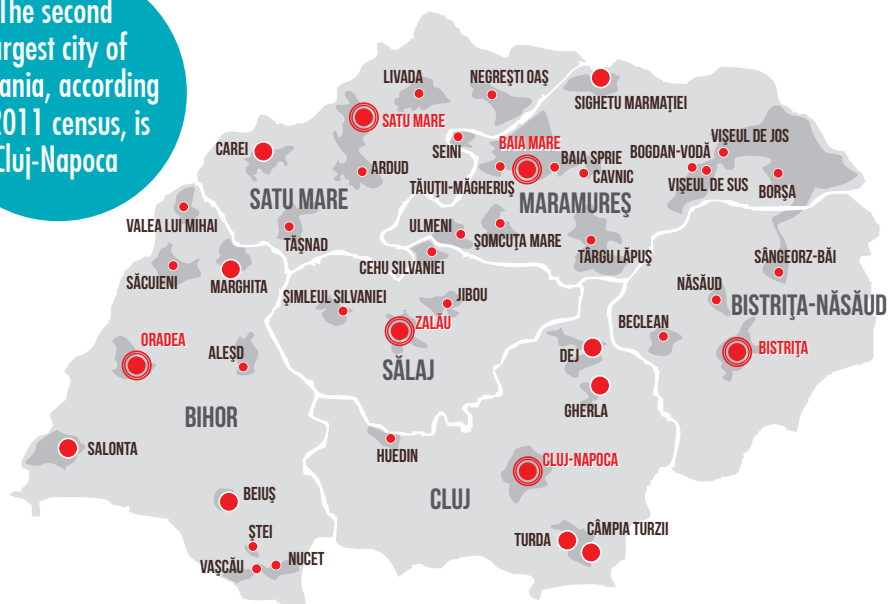
## AIRPORTS



- 4 international airports located in the region
- "Avram Iancu" International Airport from Cluj-Napoca is the fastest growing and the second largest airport in Romania. It has handled over 1.48 mil. passengers in 2015. Currently the airport has a 34-route network in 16 countries (14 European + Israel and United Arab Emirates)
- Main destination countries: Italy, Germany, Spain, UK, Switzerland, The Netherlands, France

# SETTLEMENT STRUCTURE

The second  
largest city of  
Romania, according  
to 2011 census, is  
Cluj-Napoca



**14.27%** - URBAN AREA OF THE REGION  
(4,874.72 km<sup>2</sup>)

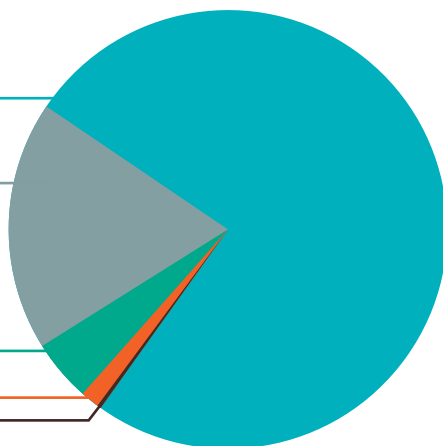
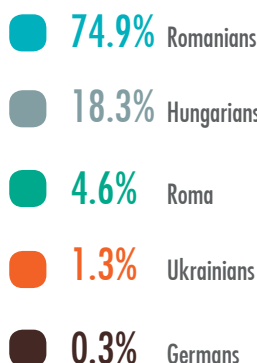
**SETTLEMENT  
STRUCTURE**

15 Municipalities  
28 Towns  
1,366,950 inhabitants / 52% of the  
total population  
Medium size of cities = 31,790 inhabitants

**85.73%** - RURAL AREA OF THE REGION  
(29,285.93 km<sup>2</sup>)

403 Communes  
1,752 Villages  
1,233,182 inhabitants / 48% of the  
total population  
Medium size of communes = 3,060 inhabitants

# ETHNIC STRUCTURE



POPULATION OVER  
2.7 MILLION

MULTI-ETHNIC  
COMMUNITIES

# DEMOGRAPHICS AND LABOR MARKET

## Rate of people with higher education

3.49% of the total population of the region

## Number of students in universities

9.26% decrease in the 2005 - 2014 period

Total number of (bachelor, master, postgraduate, doctoral and post-doctoral studies) decreased by 9.26% from 97,616 in 2005 to 90,418 in 2014

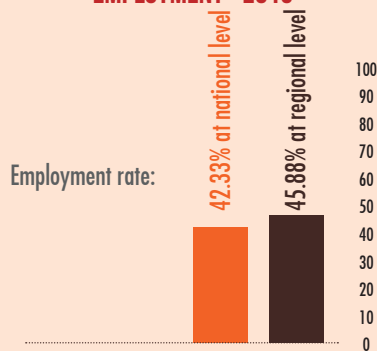
16.69% of the total number of university graduates

16.69% of the total number of university graduates at national level in 2014 (541,653)

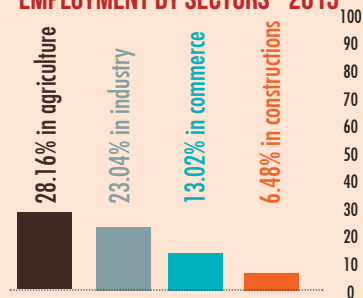
7.56% decrease in the 2005 - 2014 period on national level

On national level the number of university graduates has decreased by 7.56% in the 2005 - 2014 period

## EMPLOYMENT - 2015



## EMPLOYMENT BY SECTORS - 2015



# RESEARCH AND HIGHER EDUCATION

**68**

R&D organisations registered in 2013 (relatively constant number in the previous 7 years), including 2 national research institutes.

**0.4%**

yearly average of 0.4% of GDP assigned to RDI activities between 2007 and 2012 at regional level (0.48% average at national level and 1.93% average at European level, on the increase)

The largest number of RDI units in Romania, after the capital

## RESEARCH EXPENDITURE

**2**

the NW Region ranks second in Romania after the capital region of Bucharest-Ilfov, with an yearly average of 1.12% of the regional GDP assigned to RDI

**9%**

in 2013, the RTDI of the North-West Region accounted for 9% of the national RTDI expenditure, with 25.8 euro/inhabitant spent in RDI in 2012, placing the region second in the national ranking, but at a large distance from Bucharest-Ilfov that spent 155 euro/inhabitant in 2012.

Gender equity - % of women researchers way above the EU average

## ACCREDITED PUBLIC HIGHER EDUCATION INSTITUTIONS/UNIVERSITIES:

| PUBLIC UNIVERSITIES   | PROFILE   | LOCATION   |
|---|---|--|
| "Babeş-Bolyai" University of Cluj-Napoca (UBB)  | Humanities; Law; Science; Social Sciences; Economics; Technical | Cluj-Napoca<br>Extensions in Satu Mare, Zalău and Sighetu Marmatiei  |
| Technical University of Cluj-Napoca (UTCN)  | Technical   | Cluj-Napoca<br>Branches in Bistrița, Satu Mare and Zalău North University Center Baia Mare was included since 2012 |
| University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (USAMV)  | Agricultural Sciences; Veterinary Medicine                      | Cluj-Napoca  |
| "Iuliu Hațieganu" University of Medicine and Pharmacy, Cluj-Napoca (UMF)  | Medicine  | Cluj-Napoca  |
| University of Arts and Design Cluj-Napoca (UAD)   | Arts  | Cluj-Napoca  |
| "Gheorghe Dima" Music Academy   | Music   | Cluj-Napoca  |
| University from Oradea (UOR)  | Humanities; Technical   | Oradea   |
| Faculty of Communication and Public Relations "David Ogilvy", included in the National School of Political and Administrative Studies (SNSPA) | Humanities; Communication and Public Relations                  | Branch in Cluj-Napoca, located in București  |





## NINE PRIVATE HIGHER EDUCATION INSTITUTIONS

are active in the region (out of which 7 have headquarters located in the region); they are all part of the private research and development system.

| NR | TYPE AND DESIGNATION<br>PRIVATE UNIVERSITY    | LOCATION IN THE NORTH-WEST<br>REGION     | UNIVERSITY / SPECIALIZATION IN THE NORTH-WEST REGION<br>CRT                      |
|----|---|--|--|
| 1. | „Dimitrie Cantemir” University from Bucharest | Cluj-Napoca                              | Economic Sciences (including a Center of Economic Research); Law; Administration |
| 2. | „Bogdan Vodă” University                      | Cluj-Napoca, Baia Mare                   | Economic Sciences; Law; Physical education and sports                            |
| 3. | „Avram Iancu” University                      | Cluj-Napoca                              | Social and Political Sciences; Economics; Administration; Sports                 |
| 4. | Sapientia University                          | Cluj-Napoca                              | Sciences; Arts (includes three research centers in social, cinema and media)     |
| 5. | „Vasile Goldiș” West University from Arad     | Zalău, Bistrița-Năsăud, Satu Mare, Bihor | Economics; Natural Sciences, Engineering and Computer Science                    |
| 6. | Protestant Theological Institute              | Cluj-Napoca                              | Protestant theology  |
| 7. | „Emanuel” University from Oradea              | Oradea                                   | Baptist theology   |
| 8. | „Agora” University from Oradea                | Oradea                                   | Economics; Law; Administration   |
| 9. | „Parium” Christian University                 | Oradea                                   | Social Sciences; Humanities; Economics; Arts                                     |

## ACCREDITED ENTITIES OF INNOVATION AND TECHNOLOGY TRANSFER ACTIVITIES:

| Nr crt | Type and name Entity  | DOMAIN FOR WHICH THE ENTITY WAS ACCREDITED   | Localization         |
|--------|---|--|----------------------|
| 1      | Technology Transfer Center - CTT CENTI<br>In the framework of ICIA INOE 2000                          | Protection of the environment, bioenergy, biomass, alternative fuels, agriculture, food, medical equipment   | Cluj-Napoca, Cluj    |
| 2      | Centre for Technology Transfer „CNGC – CTT”, in the framework of University Oradea                    | Geothermal and nuclear power   | Oradea, Bihor        |
| 3      | Centre for Technology Transfer IPA CIFATT Cluj-Napoca in the framework of SC IPA SA                   | IT, automation and monitoring systems  | Cluj-Napoca, Cluj    |
| 4      | „Centre for Technology Information – UTCN CUBM” in the framework of UTCN, University Centre Baia Mare | Construction machinery and equipment, Information and Communication Technology and Environmental Engineering | Baia Mare, Maramureş |
| 5      | Centre for Technology Information INCDTIM   | Physical Environment, Energy - renewable and alternative energy, Health and food security                    | Cluj-Napoca, Cluj    |

## REGIONAL STRUCTURES OF THE STATE OFFICE FOR INVENTIONS AND TRADEMARKS (OSIM)

These offices / regional centers under OSIM do not have legal personality, but they operate within organizations that have the ability to provide specific services to businesses.

| NO | LOCALIZATION IN THE NORTH-WEST REGION | HOST ORGANISATION  |
|----|---------------------------------------|--|
| 1  | Baia Mare                             | CDIMM – Centre for Development of Small and Medium Enterprises |
| 2  | Oradea                                | Chamber of Commerce and Industry Bihor                         |
| 3  | Bistrița                              | Chamber of Commerce and Industry Bistrița-Năsăud               |
| 4  | Cluj-Napoca                           | Technical University Cluj-Napoca                               |

### INNOVATIVE COMPANIES

The share of innovative companies has considerably decreased in the past 10 years in the North-West Region, from 27% (out of the total number of companies) between 2004-2010 to 12% in 2012 (now ranking last at national level), reaching the same level as in the 2000-2002 interval. Large enterprises are considered to be most innovative (33% in 2012, declining from 60% in 2008) followed by medium-sized companies (20% in 2012, declining from 38% in 2008). Only 10% of the small-sized companies are involved in research activities that could be considered innovative.

### NUMBER OF RESEARCHERS

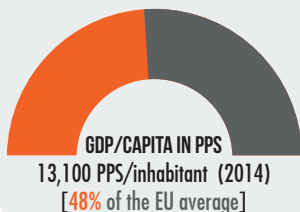
Figures from 2014 show that there were 3,485 employees in RDI in the North-West Region (of which 2,280 researchers), accounting for 8.11% of RTDI employees in Romania. Almost half of the total number of researchers are located in Bucharest-Ilfov (47%). In the North-West region, 90% of the researchers are located in Cluj-Napoca.

Almost half of all RDI employees are women (48.6%), above the national average of 46.5% and way over the EU28 average of almost 35%.

In 2013, only 0.25% of the active population of the region was employed in R&D activities (percentage in constant decrease since 2010), far below the EU28 average of 1.72%. Most researchers were employed in the public sector (85%) in 2013, mainly in higher education (60%) and the R&D staff employed in private business makes up for 0.02% of the active population in the region.



## GDP IN PPS - 34,001 MILLION PPS (2014)



# REGIONAL ECONOMY

## 4<sup>th</sup> REGION

in Romania in terms of GDP/capita

Its structure is similar to that of a developed economy based on services and industry

## RANKED 5<sup>th</sup>

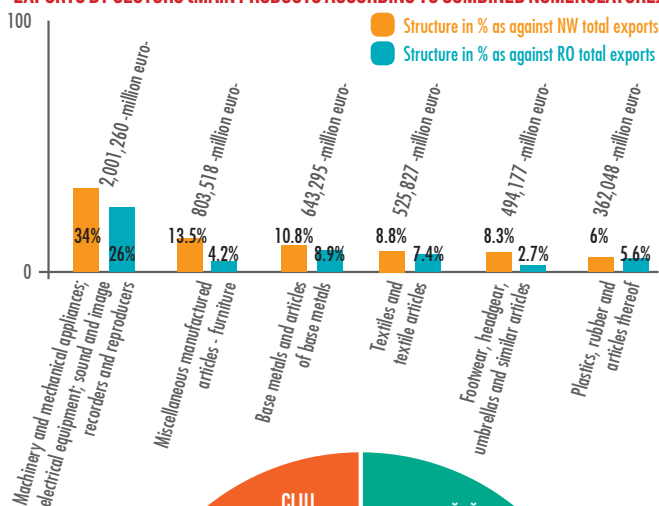
in exports at national level

Highest level of specialization in electrical machinery and equipment

Regional comparative advantage for products like: animal or vegetable fats and oils, wood, textiles, footwear, electrical machinery and equipment, furniture

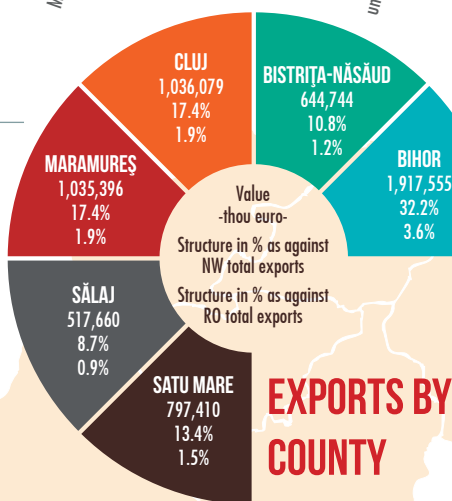
## INTERNATIONAL TRADE

### EXPORTS BY SECTORS (MAIN PRODUCTS ACCORDING TO COMBINED NOMENCLATURE)



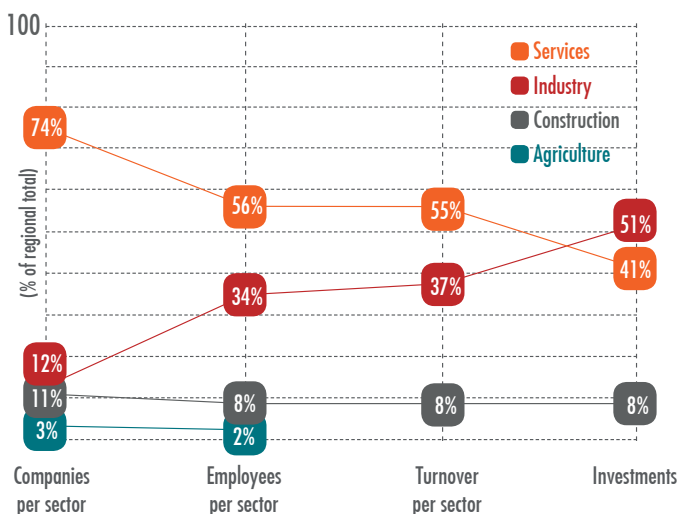
The exports are higher than the imports (trade surplus) for the following groups of products, according to Combined Nomenclature:

- Animal or vegetable fats and oils
- Wood and articles of wood, excluding furniture
- Footwear, headgear, umbrellas and similar articles
- Optical, photographic, cinematographic, medical or surgical instruments and apparatus
- Furniture



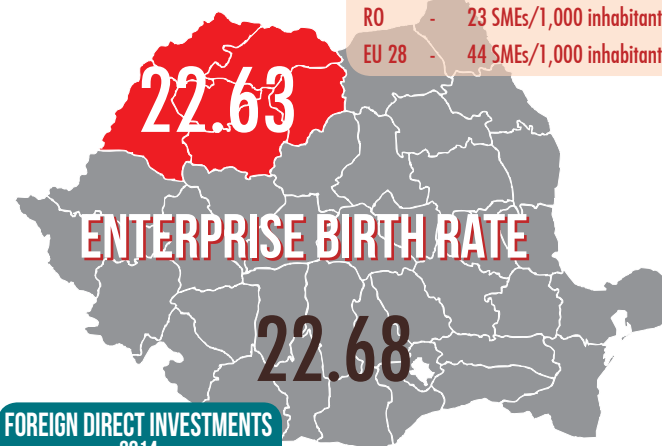
## EXPORTS BY COUNTY

# MAJOR SECTORS AND THEIR DYNAMICS



Highest concentration of IT companies after Bucharest

## DYNAMICS OF COMPANIES



### FOREIGN DIRECT INVESTMENTS -2014-

3,384

- mill. Euro -

5.6%

Percentage of national value

### MAIN COUNTRIES:

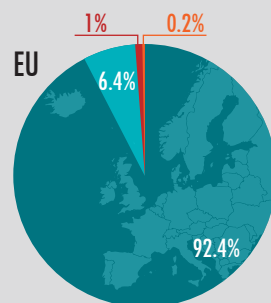
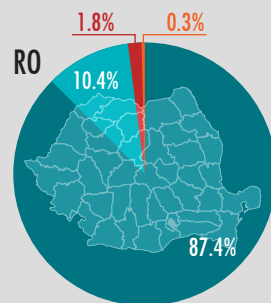
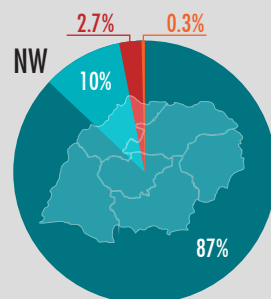
Italy, Germany, Austria, UK, Spain, Hungary

### SME'S DENSITY

|       |   |                           |
|-------|---|---------------------------|
| NW    | - | 26 SMEs/1,000 inhabitants |
| RO    | - | 23 SMEs/1,000 inhabitants |
| EU 28 | - | 44 SMEs/1,000 inhabitants |

### DISTRIBUTION OF COMPANIES BY SIZE

Enterprises  
Large  
Medium-sized  
Small  
Micro

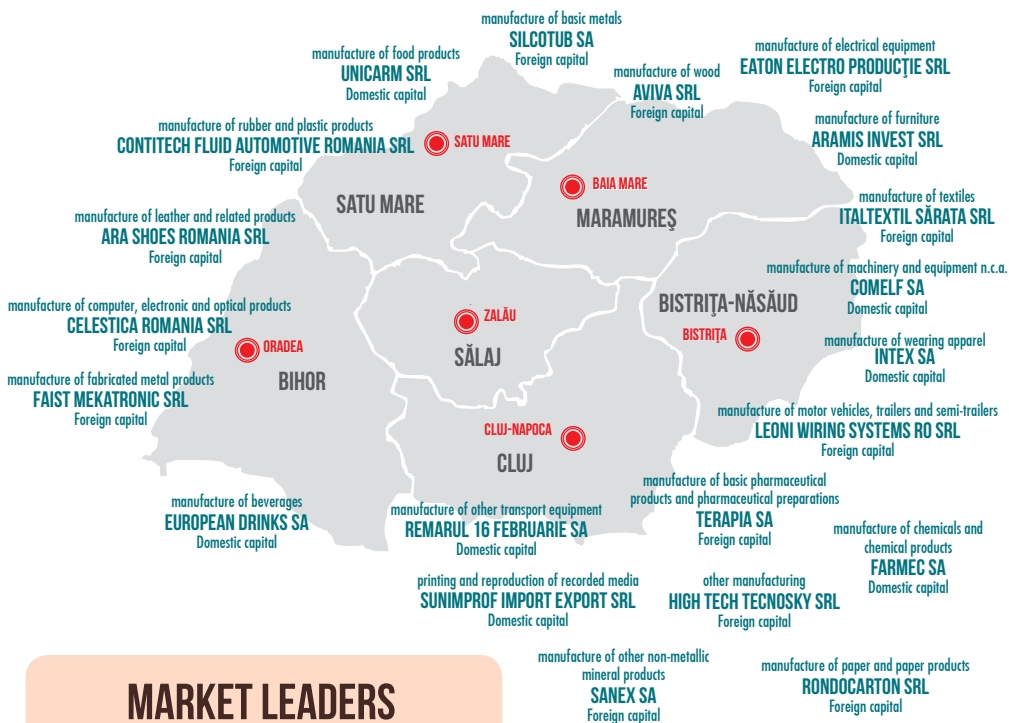
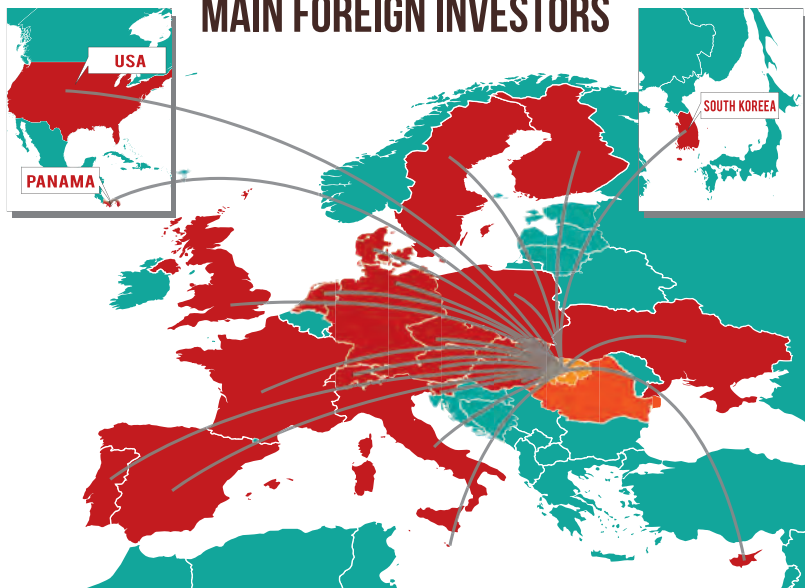


### MAIN FDI FLOWS BY MAIN INDUSTRIES:

- manufacture of electrical equipment
- manufacture of fabricated metal products
- manufacture of wood
- manufacture of other non-metallic mineral products
- manufacture of basic metals
- manufacture of textiles
- manufacture of wearing apparel

AUSTRIA  
 CYPRUS  
 CZECH REPUBLIC  
 DENMARK  
 SWITZERLAND  
 FINLAND  
 FRANCE  
 GERMANY  
 ITALY  
 LIECHTENSTEIN  
 LUXEMBOURG  
 MALTA  
 UK  
 NETHERLANDS  
 POLAND  
 PORTUGAL  
 SLOVAKIA  
 SLOVENIA  
 SPAIN  
 SWEDEN  
 UKRAINE  
 HUNGARY

## MAIN FOREIGN INVESTORS



## MARKET LEADERS - by industries -

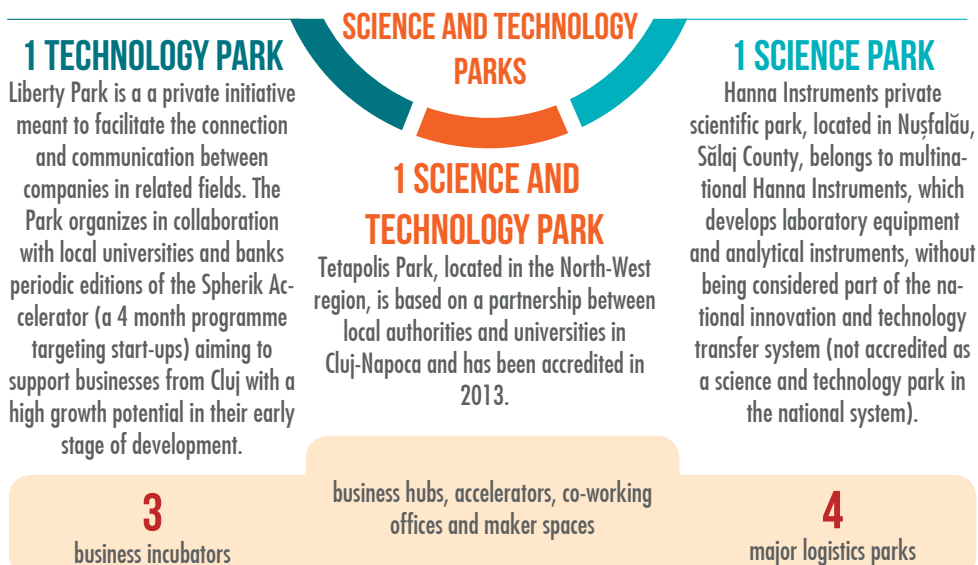
# BUSINESS SUPPORT STRUCTURES

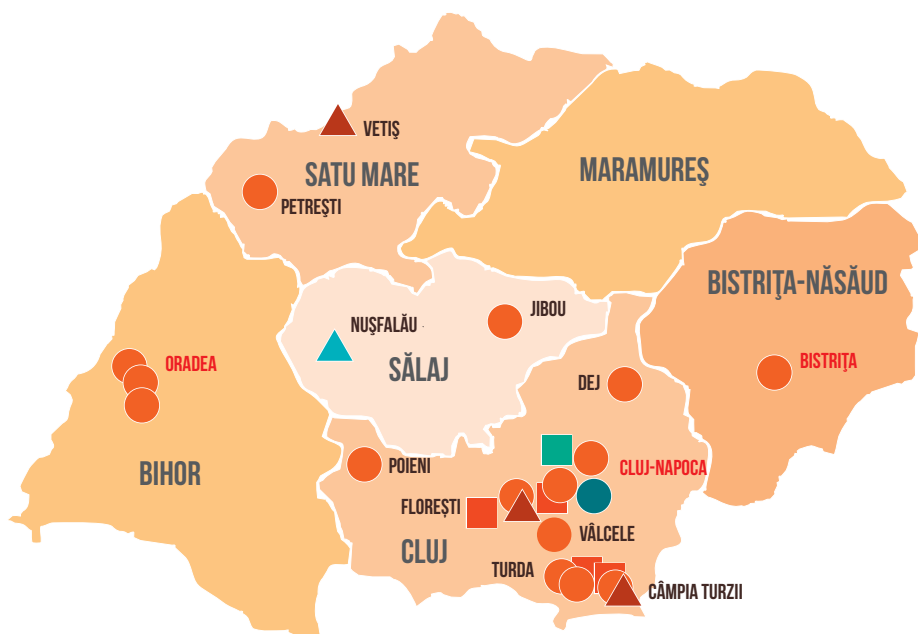
Due to the role they have in supporting SMEs these structures can contribute significantly to the development of the local and regional economy.



Besides the 15 parks described above, there are several other industrial entities or unaccredited industrial parks in the region with similar functions and which fit the same description.

## OTHER BUSINESS SUPPORT STRUCTURES:

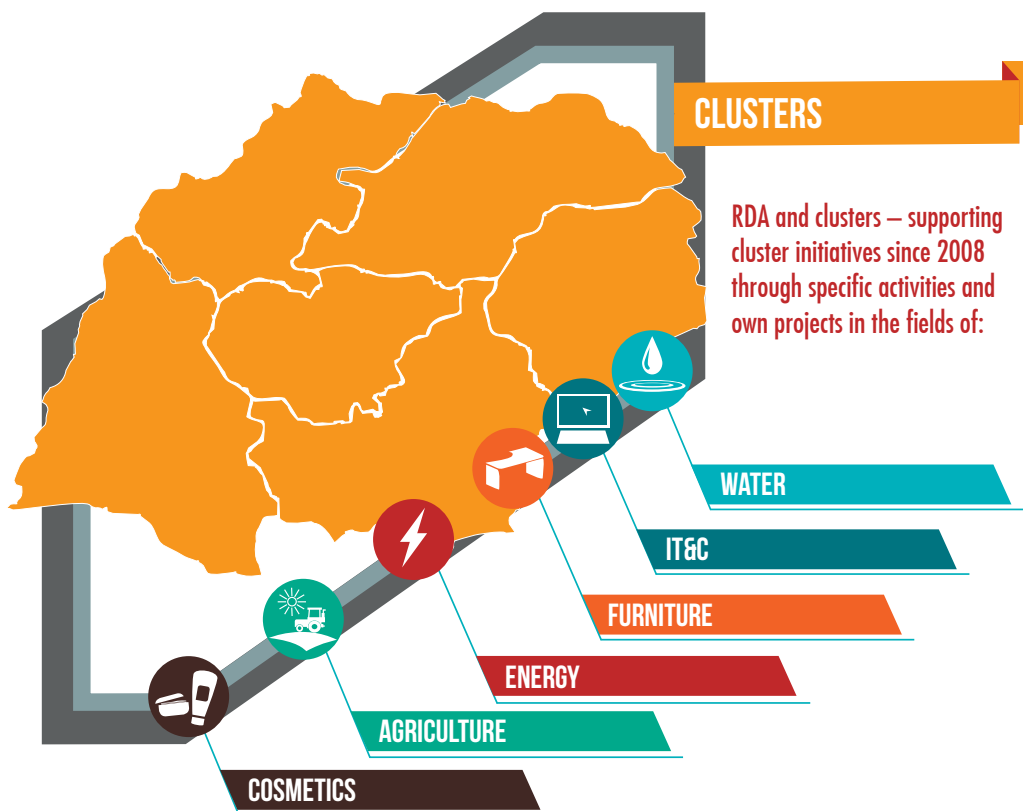




| NO.                     | NAME                               | SURFACE (HA)    |
|-------------------------|------------------------------------|-----------------|
| 1                       | Tetarom 1 Industrial Park, Cluj    | 31.93           |
| 2                       | Jibou Industrial Park              | 22.00           |
| 3                       | Dej Industrial Park                | 40.18           |
| 4                       | Tetarom 2 Industrial Park, Cluj    | 12.00           |
| 5                       | Tetarom 3 Industrial Park, Jucu    | 154.56          |
| 6                       | Oradea Industrial Park             | 121.29          |
| 7                       | Eurobusiness Parc Oradea II        | 23.84           |
| 8                       | Turda 1 Industrial Park            | 29.30           |
| 9                       | Turda 2 Industrial Park            | 20.50           |
| 10                      | Bistrița Sud Industrial Park       | 30.00           |
| 11                      | Tetarom 4 Industrial Park, Vâlcele | 85.00           |
| 12                      | Poieni Industrial Park             | 5.51            |
| 13                      | Schwaben Petrești Industrial Park  | 11.8            |
| 14                      | Cămpia Turzii Industrial Park      | 5.49            |
| 15                      | Eurobusiness Parc Oradea III       | 17.89           |
| <b>TOTAL NORTH-WEST</b> |                                    | <b>611.29</b>   |
| <b>TOTAL ROMANIA</b>    |                                    | <b>2,837.09</b> |

- ▲ Business incubator
- Industrial park
- Logistics park
- ▲ Science park
- Science & technology park
- Technology park

Table: List of accredited industrial parks in the North-West region  
(source: official webpage of the Ministry of Regional Development and Public Administration)



|  | COMPANIES | RDI | UNIVERSITIES | PUBLIC INSTITUTIONS | CATALYSTS |
|--|-----------|-----|--------------|---------------------|-----------|
| Cluj IT Cluster  | 35        | 1   | 4            | 3                   | 7         |
| Transylvanian Furniture Cluster                        | 35        | 5   | 3            | 1                   | 10        |
| iTech Transilvania by ARIES Transilvania               | 46        | 1   | 2            | 1                   | 5         |
| AgroTransilvania Cluster                               | 38        | 5   | 2            | 2                   | 7         |
| TREC – Transylvania Energy Cluster                     | 13        | 3   | 2            | 1                   | 3         |
| Transylvania Lifestyle Cluster                         | 8         | 0   | 1            | 1                   | 3         |
| Transylvania Taste Cluster                             | 24        | 0   | 1            | 0                   | 4         |
| North-West Transylvania Regional Balneotourism Cluster | 15        | 2   | 3            | 8                   | 2         |

Table: Registered clusters in the North-West Region (source: official webpages of individual clusters)



# AGRICULTURE AND RURAL DEVELOPMENT

## CULTIVATED SURFACE

**749,582 ha**

**9%**  
of the country's total cultivated surface  
**6<sup>th</sup>**  
rank nationally

## EMPLOYEMENT

**3<sup>rd</sup>**  
highest employment  
rate in agriculture from  
Romania (15%)  
**Over 340**  
thou people working in  
agriculture

## CROPS SURFACE

The largest surface is cultivated  
with cereal crops (64%)  
The largest surface in the  
country cultivated with roots  
vegetables (19% of the  
national total surface cultivated  
with roots vegetables) and  
strawberries (47%)

## FORESTRY

**4<sup>th</sup>**  
in national ranking in  
terms of forestry area

## FRUIT TREES AND PRODUCTION

The largest number of apple and nut trees  
in Romania

The highest fruit production in Romania  
(22% of total national fruit production)

The highest productions in Romania of:  
strawberries (65% of the total national  
production), nectarines (49%), peaches  
(41%), apples (29%) and nuts (20%).

## FISHING

Regional fish farms are  
capitalizing a significant  
share (over 25%) of the  
total value of fishery  
products in Romania.

## VEGETABLES PRODUCTION

The highest production of  
mushrooms in the country  
(85% of the total national  
production of mushrooms)

## CULTURAL

Wide variety of urban architecture, museums, famous castles / fortresses (Bontida, Arad, Carei, Medieşu Aurit, Bologa, Răscruți, Cluj-Napoca, Oradea, Moigrad, Jibou, Balç, Baia Mare, Colău, Remetea Chioarului)

## ECOTOURISM

# TOURISM

## Major forms of tourism

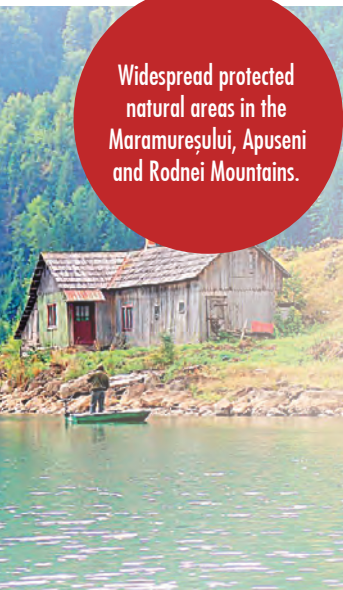
14 certified resorts, 2 of which with national reputation (Băile Felix and Sângeorz Băi).

8 certified balneary resorts in the region – Băile Felix, Sângeorz Băi, 1 Mai, Băile Turda, Băile Băița, Ocna Șugatag, Tașnad, Tinca.

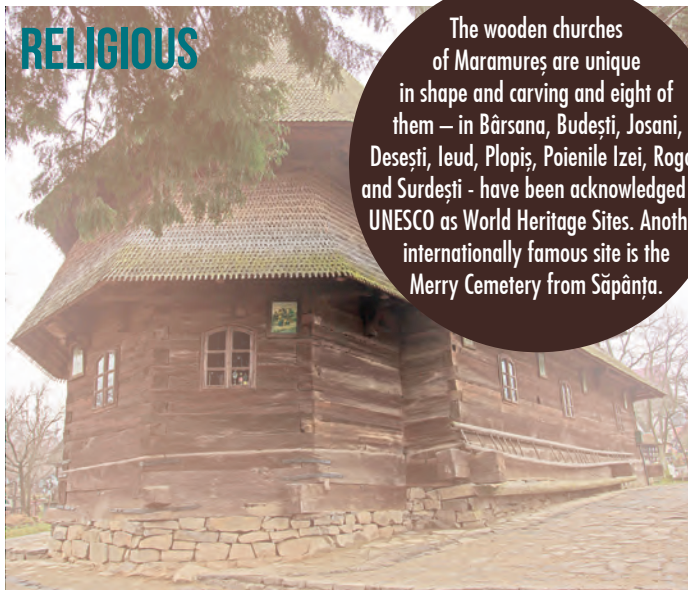
Cluj-Napoca, as the most important medical centre of the region is the focal point of interest for health tourism.

## HEALTH TOURISM

## RURAL TOURISM



Widespread protected natural areas in the Maramureşului, Apuseni and Rodnei Mountains.



## RELIGIOUS

The wooden churches of Maramureş are unique in shape and carving and eight of them – in Bârsana, Budeşti, Josani, Deseşti, Ieud, Plopiş, Poienile Izei, Ragoz and Surdeşti - have been acknowledged by UNESCO as World Heritage Sites. Another internationally famous site is the Merry Cemetery from Săpânţa.



Cluj-Napoca and Oradea

## EVENTS



Famous folk art, crafts and rural traditions such as pottery, weaving, wood carving, glass icons etc., especially in Maramureş.



Sky resorts: Băişoara, Borşa, Cavnic, Mărişel, Stâna de Vale

## WINTER SPORTS





**ORADEA**  
Citadel Days

# TOURISM Major attractions



## CLUJ-NAPOCA

UNTOLD Festival,  
2<sup>nd</sup> edition in 2016

Transilvania International  
Film Festival, since 2002

International Autumn Music  
Festival, 50<sup>th</sup> edition in 2016



## SATU MARE

City Days



**BAIA MARE**  
Chestnut Festival



**BISTRIȚA**  
Bistrița Medieval Festival

Latino  
Cinema

Jazz  
Festival

City  
Days

Roman  
Days

**ZALĂU**



**COMEDY Cluj International  
Film Festival**

**Jazz in  
the Park**

**International Short Film  
Festival "ClujShorts"**

**ELECTRIC CASTLE Pop & Rock Music Festival, since  
2012 at Banffy Castle – Bontida, near Cluj Napoca**





# TOURISM

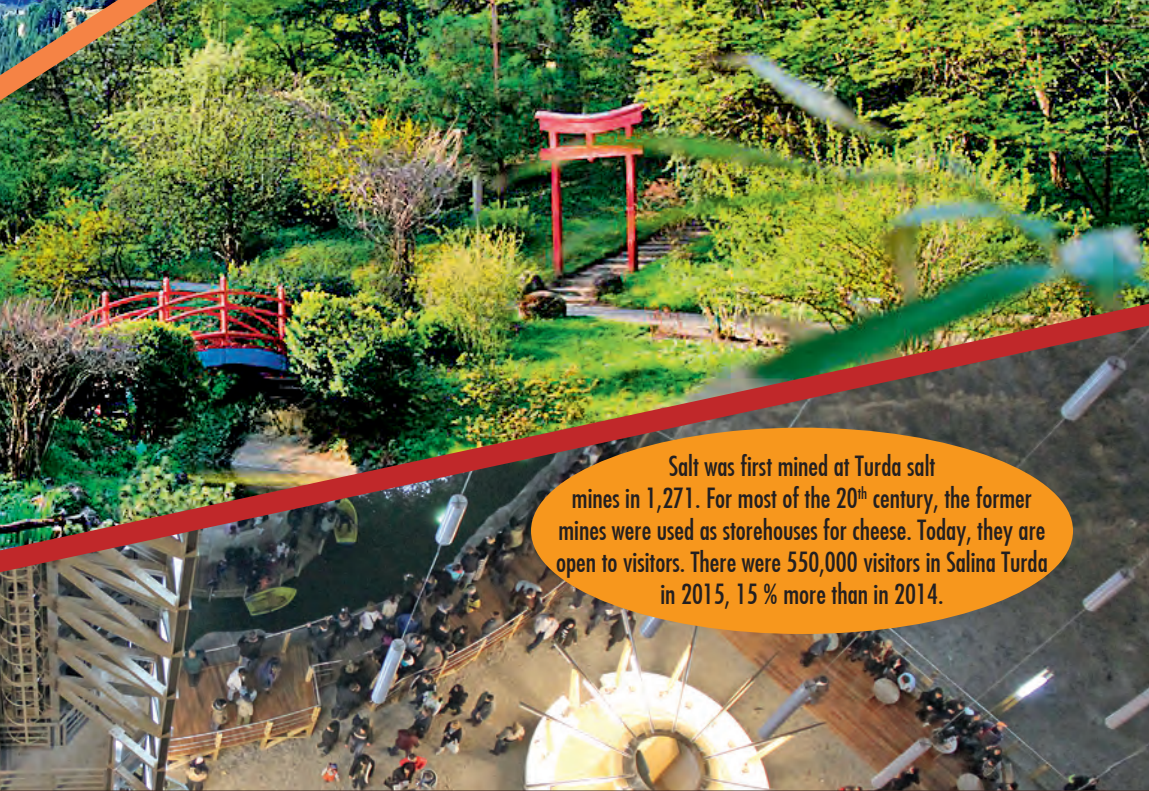
## Did you KNOW?

In 2014 the North-West Region was ranked third in terms of number of accommodation facilities (676 units out of 6,130 in Romania) and total number of accommodation places (28,991 places out of 311,288 at national level).

Cluj-Napoca Botanical Garden, one of the largest in Southeastern Europe, is home to some 10,000 plant species.

The Apuseni Mountain range, in the western Carpathians, is a landscape of exquisite beauty and mystery. Here, you'll find ancient legends of mountain spirits and rare species of wildlife, along with 4,000 caves, many of which can be explored.

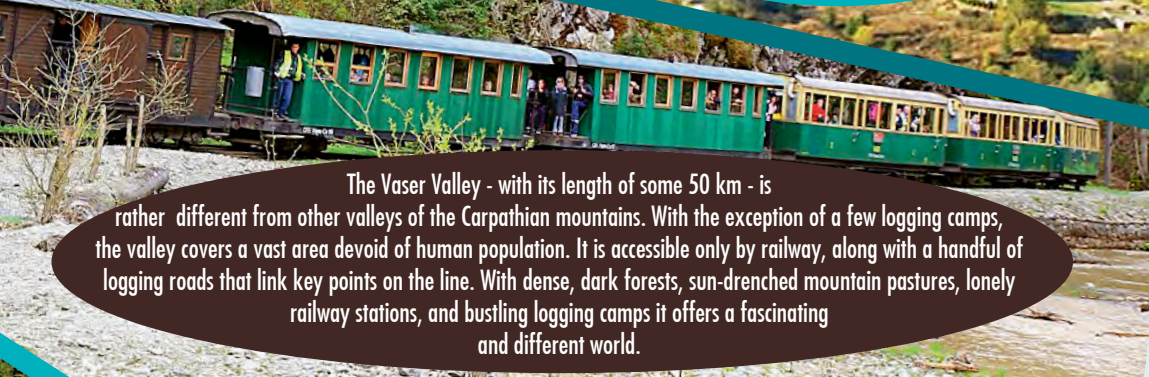




Salt was first mined at Turda salt mines in 1,271. For most of the 20<sup>th</sup> century, the former mines were used as storehouses for cheese. Today, they are open to visitors. There were 550,000 visitors in Salina Turda in 2015, 15 % more than in 2014.



Colibița Lake, one of the most famous natural attractions from Bistrița-Năsăud, is situated at approximately 900 m in the heart of the Călimani Mountains.



The Vaser Valley - with its length of some 50 km - is rather different from other valleys of the Carpathian mountains. With the exception of a few logging camps, the valley covers a vast area devoid of human population. It is accessible only by railway, along with a handful of logging roads that link key points on the line. With dense, dark forests, sun-drenched mountain pastures, lonely railway stations, and bustling logging camps it offers a fascinating and different world.

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[www.youtube.com/user/ADRNordVest](https://www.youtube.com/user/ADRNordVest)

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