

Clusters Meet Culture

NEWSLETTER

november 2013



editorial

The training to trainers course: a key action of the project

The training to trainers course organised by the Veneto Region and Unioncamere del Veneto to the benefit of all the partners (27-28-29 November 2013) represented a key action of the project. This activity actually guaranteed a concrete transnational and harmonised approach to the local training to trainers courses organised by the partners at national level. Moreover it was the basis tool for the organisation of the territorial product managers courses that each partners will carry out in its own country in 2014.

We strongly believe that the experiences and high qualified skills of the selected lecturers improved the capacity of the participants to have a deeper awareness about the potentialities of culture sources as a key element for **competitiveness growth** in the industrial sector and the capacity of the project to valorise existing and **new tourist routes**.

This experience also generated an **added value** in terms of common approaches and **share of experiences among partners** thus representing also one of the main objectives of the South East Europe Transnational Programme.

Six lecturers coming from different environments and with different approaches presented five different modules: **Mr. Ferrari**, economist of cultural heritage, presented the overall framework of PPP in the European Context, he illustrated the key factors to take into account for the development of PPP initiatives in the cultural field, and to identify the PPP opportunities that can be activated in each phase of project management in the cultural field. **Ms. Zambanini**, territorial marketing expert introduced the participants to the construction of emotional proposals, and products, the role of the territorial product manager, creation of territorial networks. **Ms. Zarabara** and **Mr. Amedei** web marketing and social media experts introduced the key tools for an effective communication through the media. **Ms. Rabbiosi** researcher in Urban and Local European Studies at the University of Milano-Bicocca, focused on the relationship between tourism and shopping. Finally **Ms. Martha Mary Friel**, adjunct professor at IULM University, Milan and Fondazione Campus, Lucca in Cultural and Tourism Management, spoke about Cultural tourism practices and creative industries.

On focus

The Zsolnay Guild

when the old hungarian traditions meet the new markets and trends



Hungary - The Zsolnay Guild was established with the aim to create a company based on the old traditions of the guilds. The guild is an umbrella organisation for

enterprises producing outstanding quality crafted items. The guild is also providing domestic and international sales channels and marketing support.

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Coming soon!

...new videos to support excellences of regional territories

by The Veneto Region and Unioncamere del Veneto

A new promotional video targeted to potential tourists and local products' buyers by The Veneto Region and Unioncamere del Veneto is "coming soon" (also in CMC website)!

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Stakeholder's point of view

the player, an interview with **Codruta Ioana JOLD**

tourist entrepreneur



Codruta Ioana JOLD, Agency Manager, Lufthansa City Center (Sibiu - Romania)

the player, an interview with **Sabin Adrian Luca**

cultural entrepreneur



Professor Sabin Adrian Luca, PhD General Director/Manager, Brukenthal National Museum Sibiu/Romania

the player, an interview with **Ioan Ciolan**

Industrial entrepreneur



Mister Ioan Ciolan, CEO of Ambient: "A company cannot exist outside its community".

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The Zsolnay Guild - when the old hungarian traditions meet the new markets and trends

The Zsolnay Guild is being established with the support of three organisations: the Cultural and Creative Industries Cluster, the Zsolnay Porcelain Manufacture and the Chamber of Commerce and Industry of Pécs-Baranya.

32 candidates from all over the country applied for the tender of Zsolnay Guild membership, and ten of them were accepted after the two stage selection.

The members of the jury were renowned person: László Vajda, CEO of the Zsolnay Porcelain Manufacture Sándor Pinczehelyi, Kossuth prize winning artist László Opauszki, member of the Chamber of Commerce and Industry of Pécs-Baranya, Small Business Committee.

During the personal interviews, candidates were evaluated by several aspects: fitting values represented by the Manufacture, quality and artistic value of the goods, current operations and opportunities of future expansion and sustainability.

Finally the following 10 handcraft candidates were chosen:

- Blanka Gajcsi, silver jeweller (Pécs)
- Gábor Illa, mortar manufacturer (Pécs)
- János Kamu, leather bags and accessories designer and manufacturer (Pécs)
- Gábor Marcsi, glove manufacturer (Pécs)
- István Medgyesi, ironforge (Szeged)
- István Molnár, violin maker (Pécs)
- Éva Mosonyi, chocolate manufacturer (Pécs)
- Attila Nagy, furniture manufacturer (Magyarlukafa)
- Bálint Rékásy, metal designer, artist (Budapest)
- Éva Somogyi, designer (Pécs)

With the aim to create an emblem, symbol or word mark to demonstrate the Zsolnay Guild philosophy and attitude, a call for tender was published.

By the end of November 2013, the emblem will be chosen, and published officially.



the News of the Month

Coming soon! ...new videos to support excellences of regional territories

by *The Veneto Region and Unioncamere del Veneto*

The Veneto Region and Unioncamere del Veneto will promote the excellences of regional territories in terms of synergy among industry, culture and tourism potentials by producing a promotional video targeted to potential tourists and local products' buyers.

A first spot video (30 seconds) was presented

during the transnational training course organised in Altavilla Vicentina in cooperation with CUOA Foundation to the benefit of all the partners.

Local stakeholders, clusters' representatives, tourism and cultural associations were invited to take part to the networking dinner organised on November the 28th in Altavilla.

The spot will be published also on the CMC project website as soon as possible.

More structured videos promoting local specific itineraries and the project ICT platform will be produced by the Veneto Region and Unioncamere del Veneto in the next months.

the player, an interview with
Codruta Ioana JOLD

tourist entrepreneur

According to your opinion, a cluster need to be formally recognized? What kind of recognition does exist in your country? Do they have a juridical statute allowing them to sign contracts, etc?

Clusters should be recognized by administration, companies, stakeholders and last but not least by the civil society. The administration should come closer to the legislation process in order to make clusters more visible and attractive for membership issues.

According to your opinion, what are the main obstacles (inside the clusters or coming from the external environment) hindering clustering? What are the main success achieved?

The main obstacle is that they are not enough known as working system and stakeholders are not very familiar with this concept. For becoming successful, the participation and involvement mechanism is to be more flexible and easier to reach.

How strong is creative and cultural industry in your region? How would you define it? What development potentials can you see in them?

Our region is representative for the whole country in developing creative industries. Non-tangible industries are integrating part of economic performance of the region and are promoted over festivals, exhibition, fairs, social networking platforms. As a result, incoming tourism in the region is extending and developing well.

How strong is tourism, and what branches? What development potentials can you see in tourism?

Tourism, especially incoming is strong in most branches: eco-tourism, rural tourism, extreme sports, medical tourism, on the spot shopping tourism for organic food and handicraft articles in the hinterlands.

Is corporate social responsibility developed in the entrepreneurial world? How would you define it? Do you think clusters can promote CSR issues?

CSR has become more visible during the last years. Green industries, like tourism, connections to responsible consume and environment priorities bring more and more stakeholders together. Sharing brings in fact progress and prosperity in the area.

In your opinion, is it a good idea to help the development of cultural industry and

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the player, an interview with
Sabin Adrian Luca

cultural entrepreneur

How was Brukenthal National Museum on the eve of the year 2007, that of the Luxembourg- Sibiu European Capital of Culture?

Not very good! Buildings belonging to the institution were not restored, courtyards and lofts filled with debris, basic exhibitions halls and halls for temporary exhibitions not arranged, deposits under reorganization process and staff without a predictable horizon regarding the event!

Under these circumstances, how did the Museum present itself during the event?

Unexpectedly good! Our efforts and the Museum's staff work, but also well made and coordinated investments changed the institution's image in a period of about 12 months. When the tourist season (April) started, we coped well with the flow of visitors. I must say that in 2006 we had 60,000 visitors and 273,000 visitors during 2007. We should have not succeeded if the Museum had not been arranged!

What concrete actions have been taken?

All 9 buildings were rehabilitated, new and modern exhibitions were organized at all basic stations, four parks were arranged in the central area of the city (in courtyards of the Museum) and movable cultural heritage got a new life on this occasion.

A very important action was resettlement of the legal bases of the Museum. This is one of the few public institutions in the world that works by administration of mixed property (Romanian State and Evangelical Church Sibiu). Besides a historical repair (restitution of assets recorded in Brukenthal's will back to the Evangelical Church Sibiu), there was strengthened the civil society's control over the administration of a public institution.

Did funding cover the needs?

Of course, and continued until 2008. So rearranging and remodeling the institution was finished in that year. The results of the investments became obvious into the significant increase of own income (in 2012 it reached 27 % of the budget allocated to the institution), the number of visitors (in the last 3 years the average was of 370,000 visitors) and increase of number of temporary exhibitions of the Museum at annual average of about 50.

Has the visibility of the Museum increased?

Yes. Both at inland and abroad. Abroad, the complexity, quality and reputation of the cultural heritage housed in the Museum was less

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the player, an interview with
Mr. Ioan Ciolan

Industrial entrepreneur

In February, Ambient celebrated 20 years of strong involvement in the social and cultural projects of the communities where the company activates. Its principle regarding this direction is that of participating in the building of communities as partners.

Mister Ciolan, according to your views, how does a successful business merge with the involvement in the life of its community?

Ioan Ciolan: Firstly, a company is built by people and addresses people. Behind the numbers, the percentages and margins there are also people. Only through them and alongside them can the company grow. I have understood this right from the launch of Ambient, 20 years ago. Looking at things this way, becoming involved in the life of the community that hosts our activity was a natural decision and a path we followed with conviction. A company cannot exist outside its community.

Which are the projects that Ambient implements to provide support to the business environment, culture or education?

Ioan Ciolan: Not by chance, Ambient is involved both in encouraging the development of the business environment, but also supports cultural projects, education – and much more.

The long term partnerships we have with our suppliers, but also with the Ambient craftsmen are proof of our involvement in developing an active business environment.

Regarding cultural projects, a 20 year old friendship ties us to the Radu Stanca Theatre, and Ambient is one of the most important partners of the "Sibiu International Theatre Festival".

Also, through the partnership we have with the Astra Museum for Popular Traditional Civilization, Ambient has taken upon itself the task of promoting authentic Romanian values.

We support education by means of our Ambient 20 years Scholarships, a program that consist of internships offered to undergraduate students, but we also support sports, as partners of the three most important sports competitions in Sibiu: The Sibiu Cycling Tour, The Austrian Consulate Ski Cup and The BRD International Sibiu Challenger.

And because we are very proud of Sibiu and its cultural amplitude, we have opened, as strategic partners of the Municipality of Sibiu, the Cultural Embassy of Sibiu in Bucharest.

Thus, in a coffee shop situated in the heart of Bucharest, anyone can get acquainted with the cultural agenda of the Sibiu SMART 2013 platform.

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Stakeholder's point of view

tourist entrepreneur

tourism with clustering processes? Could you give advice on what could be done to this end?

Of course, all people involved have to gain if they are better known by the public and consumers. Nevertheless, the process needs time and investment in education and training in order to become really functional and sustainable.

According to you, could it be useful to organize trainings to reinforce capacities of clusters representatives in network management, increase direct links with the worlds of tourism/culture?

Yes, first of all to become familiar with the concept. Trainings are bringing awareness, information, how to use information and develop new skills and bring people together in sharing experiences.

What do you expect from the CMC project?

A good visibility and a real brand for Sibiu and stakeholders.

cultural entrepreneur

known. After the year 2007 there were achieved great "personal" Brukenthal exhibitions in Berlin, Istanbul, Paris, Gdansk, Luxembourg and some more are in preparation stages for Augsburg and the Netherlands. And next to these, "small" cultural exports in over 50 international projects during the last 7 years.

On national level, the Museum was "rediscovered". Over 40 Brukenthal exhibition projects have been achieved since 2007. They have taken the form of explicit shape "Brukenthal Cultural Axis".

We managed to put in place the scientific journal of the Museum (Brukenthal. Acta Musei) and the series of scientific volumes Bibliotheca Brukenthal. Also rebuilt from the ground was the Museum's official website, Facebook page, press relationship and easy communication of information have been reshaped.

Was the cultural year 2007 important for the recognition of the Museum's value?

Of very high importance. Next to internal reborn recognition (Ministry of Culture Award for Management or Special National Award for Branding) there is an unprecedented recognition for an institution of this kind in Romania on international level (Award "Europa Nostra" for education or inclusion in the exclusive club: The Best in Heritage). In addition, special awards, orders and decorations, letters of recognition or its official inclusion into the official circuit of embassies and ambassadors accredited in Romania.

Thoughts for the future?

Continue to promote the cultural values of Transylvania and Romania into our Europe so eager for culture!

Industrial entrepreneur

What are your plans for Ambient's future involvement in socio-cultural projects?

Ioan Ciolan: Having taken this path right from the launch of our company, I believe that this involvement in the social and cultural aspects of the community is already part of the Ambient vision and organizational culture. As before, Ambient will continue to build a capital of trust together with our partners, but also with the representatives of the community, by providing support to the Romanian economy and values.

It is our duty, as Romanian capital companies, to build our own future – to invest locally, in Romanian products and businesses, to support the development of our community, but also to preserve our traditional values.

Sibiu Chamber of Commerce, Industry and Agriculture



The Sibiu Chamber of Commerce, Industry and Agriculture is a non-lucrative, of public interest, non-governmental and non-political organization. Its main task is representation and promotion of the local and regional business environment interests. The basic mission of the Sibiu Chamber of Commerce, Industry and Agriculture is that of setting up, keeping and developing a favourable and competitive business climate. Membership is made up of about 500 companies and organizations. Sibiu Chamber of Commerce, Industry and Agriculture delivers a relevant number of activities in favour of the local and regional business milieu such as: represents economic and professional interests, builds up and keeps the economic data bases, supplies information and technical assistance, adult training, organizes trade missions, fairs and exhibitions, information and dissemination seminars, technological transfer, international projects. Sibiu Chamber of Commerce, Industry and Agriculture performs a strategic cooperation with the Lucian Blaga University of Sibiu and Sibiu County Council in respect of transferring new technologies from research centres and academic institutions towards companies, thus supporting the coherent regional development. The organisation has good experience in project management.

INTERNATIONAL PROJECTS

Projects in progress

2012-2014 partnership in the frame of South East Europe Program – 4th Call for proposals SEE/D/0302/4.3/X – CMC, Clusters meet Culture, Leading partner Veneto Region Italy. Sibiu Chamber of Commerce, Industry and Agriculture and the Sibiu University Lucian Blaga are counterparts together with organizations from Italy, Slovakia, Slovenia, Hungary

EU-Turkey Chamber Forum Partnership Projects
2012 - 2013 – ETCF II/28, Lead partner Uzunköprü Commodity Exchange, project title Agricultural Land Remediation: Soil Depollution, ref. no ETCF II, partners Kavala Chamber of Commerce Greece, Sibiu Chamber of

Commerce, Industry and Agriculture Romania

Implemented projects

2009-2008 Contribution of the Chambers to the EU-Turkey Civil Society Dialogue: Sibiu Chamber of Commerce, Industry and Agriculture was partner and counterpart coordinator in both above mentioned recent EU-Turkey projects.

Other implemented projects:

EU-Turkey Chamber Forum Partnership Projects

1. Isparta CCI Mutual Trade and Capacity Building
2. Siirt Institutional Capacity and Trade in Cooperation BUSINESS INCUBATOR

advising, training and accompanying start ups by setting up a company and managing the own business

NETWORK WOMEN ENTREPRENEURS AND MANAGERS

encouraging, counseling, training and follow-up

LEONARDO DA VINCI PROGRAMMES

- Training young people working in tourism - Partner Hermann Hesse Kolleg of Horb/Germany
- New living with traditional materials - Promoter Institute of Social Responsibility of Lampertheim/Germany, partners from Germany, Austria, Italy, Sweden, Denmark, Romania
- Setting up a network for middle management working in constructions- Transnational network, Promoter Ausbildungszentrum Bautzen/Germany. Partners from Germany, Austria, Czech Republic, Poland, Italy, Sweden, Denmark, Romania (EUROSYSTEM Project)
- Supporting young graduates to integrate themselves into the social and economic region. Promoter University of Valladolid/Spain, partners from Spain, Hungary, Italy, Romania (FORTIUS project).

10 REASONS TO INVEST IN SIBIU

1. The region offers a favorable business environment, supported by an active development policy ensured by

public local and regional authorities.

2. The Sibiu Chamber of Commerce, Industry and Agriculture ensures technical and administrative assistance for locating or setting up new companies. There is an integrated service organized according to the principle one stop shop, achieved by an efficient cooperation with the Trade Register Office. A company can be registered in a couple of days with minor expenses.

3. The basic educational-vocational training system and lifelong learning are well developed and flexible.

4. There are functioning 3 industrial parks and 2 industrial areas, covering a total surface of about 400 hectares. There can be easily achieved, with minimum costs, industrial investments.

5. There are recorded 2652 recorded joint-ventures.

6. The county has a modern local transportation infrastructure. It has a central geographical location in Romania, being along the main connection routes Black Sea – Western Europe. The Sibiu International Airport, recently extended and modernized ensures the regular airways transportation for passengers and cargo to main destinations from Romania and core destinations Germany, Italy, Austria and Spain.

7. There is trained labor force for the industrial and services domain. The three Universities of Sibiu, having 18,102 students ensure a flexible academic training and know-how transfer.

8. Sibiu is a region of ethnical and cultural confluences, gathering for over a thousand years, in a peaceful coexistence diverse people and religions.

9. There is a pleasant climate, with no excess and a large display of tourism and cultural attractions. People are friendly and hospitable.

10. Sibiu county provides a very good cost/benefit ratio both in making use of the labor force as well as regarding production investments and generally services.

In CMC-project Sibiu Chamber of Commerce, Industry and Agriculture is responsible for WP6 "Wide awareness programme for increasing know-how and skills on CMC opportunity with the help of ICT technology and start Public Private Partnership"