

Dear Madam/Sir,

Launching a series of professional debates, we are pleased to invite you to the international seminar "Cities in crisis – cities in development", organized by IHS/Erasmus and IHS Romania, together with its partner organizations, in the framework of the DISC project, with the support of the Order of Architects in Romania. Please read the information below.

Looking forward to receiving your confirmation,  
Sincerely yours,

Dr.arh. Nicolae Taralunga

# Cities in crisis - Cities in development

**The role of private sector in sustainable cities development in Romania**  
**The role of public sector in planning sustainable cities development**

International seminar

Date: 26 September 2013

Venue: O.A.R., 19 Pictor Verona str., Bucharest

## Rationale

There are successful cities, and cities fighting serious problems in the development process. Both categories target inhabitants, businesses and visitors, trying to respond to their specific demand. The DISC project (Dutch Initiatives for Sustainable Development) focuses on the integrated urban development approach, promoting initiatives for sustainable cities, urban economic growth, and profitable business.

A number of cities in Romania have made important steps in marketing the city, developing partnership arrangements, planning strategically to connect the city to the major economic development corridors. Supported by the professional expertise of the invited speakers, these cities use new forms of master plans assuring stable conditions for future land development, and promoting modern approaches and technologies to become more attractive.

## Objective

The objective of the event is to create an open debate, based on presentations of case studies, professional experiences of private and public sector representatives, to assess possible instruments for sustainable cities development. This international seminar aims at opening a series of similar debates for cities which are confronted with development challenges.

## Seminar agenda

15.00-15.30

Registration of participants, coffee and refreshments

15.30 - 15.45

Opening ceremony - Welcome words, role of OAR in promoting sustainable cities development in Romania  
*Mr. Serban Tiganas, president of OAR*

## Presentations and open discussions on the following topics

*Moderator: Mr. Nicolae Taralunga, director, IHS Romania*

15.45 - 16.00

Is Public Private Partnership a model to support sustainable urban development? What are the partners' roles and powers?

*Mrs. Carley Pennink, head of international projects department – IHS / Erasmus University*

16.00 – 16.15

Are Romanian cities competitive? How to assess cities' competitiveness in the case studies of Cluj, Oradea, and Timisoara?

*Mrs. Sorina Racoviceanu, scientific director - IHS Romania*

16.15 - 16.35

Cultural Capital of Europe – a competitive advantage: Case studies of Sibiu, Cluj Napoca and Timisoara  
*Mr. Eugen Panescu, director - Planwerk Cluj, Mr. Paul Buchert, director, VitaminArchitects*

16.35 - 16.50

Financial viability in planning - bridging the gap between public and private interests: Cluj Napoca case study

*Mr. Nicolae Taralunga, director - IHS Romania*

16.50 - 17.10

Bringing Culture through water language

*Mr. Nikola Boguslavskyy, area manager Somhidros*

17.10 - 18.00

Open discussion – Identification of key issues relevant for public-private partnership to support the development of Romanian cities:

- How to involve private sector in sustainable cities development?
- Which public sector instruments could be used to stimulate private investment?
- How human resource development contributes to city sustainability and which are the priority sectors for capacity building?

18.00 – 19.00

Closing ceremony and cocktail