

**Orasele competitive
au nevoie de
parteneri competitivi**

**Competitive cities
need competitive
partners**

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PARIS

Welcome to
Vienna!

VIENNA
NOW OR NEVER



Orasul competitiv:

- Durabil
- Creativ
- Inovativ
- Inteligent/smart
- Incluziv

Competitive city:

- Sustainable
- Creative
- Innovative
- Smart
- Inclusive

Vienna
Wien · Vienne · 維也納 · ウィーン
*waits
for you*

I 
CPH 

Glasgow:
Scotland with style®

Orasul competitiv =

- **Productiv** (servicii si produse de calitate la preturi accesibile)
- **Atractiv** (pentru locuitori, investitori, turisti)

Competitive city =

- **Productive** (quality services and products at affordable prices)
- **Attractive** (for inhabitants, investors and tourists)

Competitivitate

Factori “hard”:

- Stabilitate economica
- Productivitate
- Pret terenuri/cladiri
- Drepturi de proprietate
- Servicii suport intreprinderi
- Infrastructura si ITC
- Localizare strategica
- Stimulente/facilitati pentru intreprinderi

Competitiveness

Hard factors:

- Economic stability
- Productivity
- Price of land/buildings
- Property rights
- Business support services
- Infrastructure and ITC
- Strategic location
- Business incentives and facilities



Competitivitate

Soft factors:

- Calitatea vietii
- Mediu curat
- Forta de munca calificata
- Cultura si valori locale
- Managementul organizatiilor publice
- Climat de afaceri
- Spirit intreprinzator

Competitiveness

Soft factors:

- Quality of life
- Clean environment
- Skilled labour force
- Culture and local values
- Management in public organisations
- Business climate
- Entrepreneurial spirit



Sectorul public

- Imbunatatirea factorilor competitivitatii
- Stimulente fiscale
- Gestionarea patrimoniului municipal
- Reguli si reglementari pentru investitii
- Planificare si implementarea strategiilor
- Promovare si and branding

Public sector

- Improvement of competitive factors
- Fiscal incentives
- Management of municipal assets
- Investment rules and regulations
- Planning and strategy implementation
- Promotion and branding





Parteneri competitivi

Sectorul privat/ONGuri:

Investitie directa si creare de locuri de munca

Oferta de servicii

Implicare in procesul de planificare

Promovare indirecta

Competitive partners

Private sector/NGOs:

Direct investment and jobs creation

Provision of services

Involvement in planning process

Indirect promotion

Orase competitive

+

Parteneri competitivi

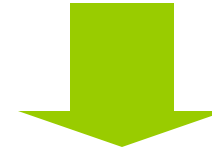


**Parteneriat
Public Privat**

Competitive cities

+

Competitive partners



**Public Private
Partnership**



Parteneriat Public Privat



Orasele isi evalueaza
pozitia competitiva.

Sectorul privat decide
unde sa investeasca.

Sectorul public selecteaza
partenerii competitivi.



Consultantii sustin
procesul de parteneriat.

Public Private Partnership



Cities assess their
competitive position.

Private sector decides
where to invest.

Public sector selects the
competitive partners.



Consultants support the
partnership process.

PUG: CLUJ, ORADEA, TIMISOARA

TIMISOARA

Rendez-vous cu Cultura si Tehnologia



Timisoara in competitia regionala

Figura 1.5. Populația (2009/2010)

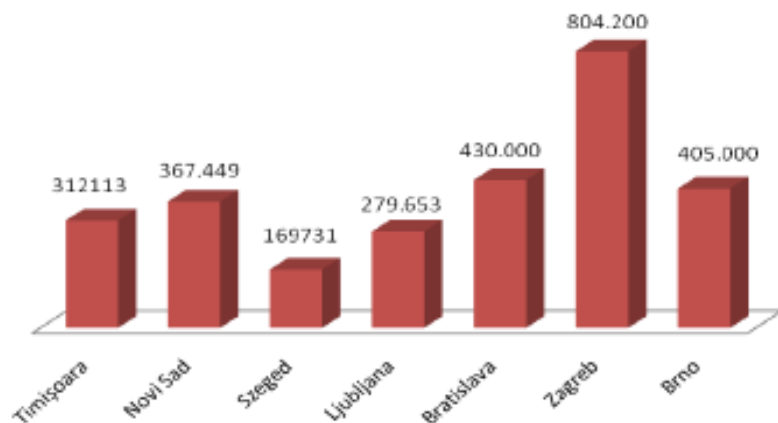


Figura 1.6. Numărul firmelor înregistrate (2009/2010)

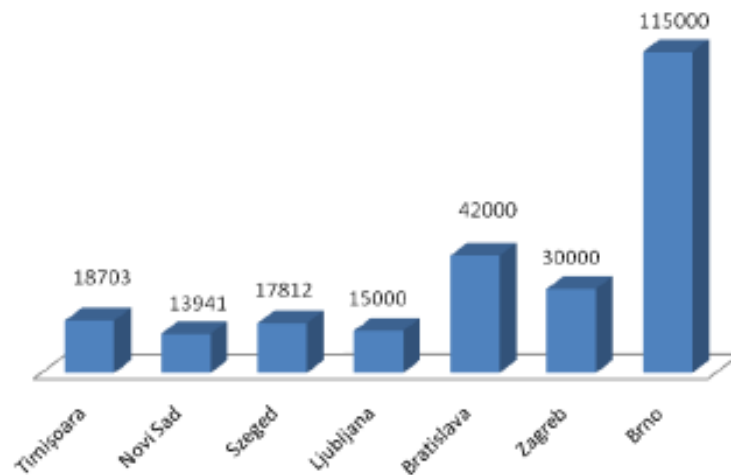


Figura 1.7. Salariu mediu lunar- anul 2010

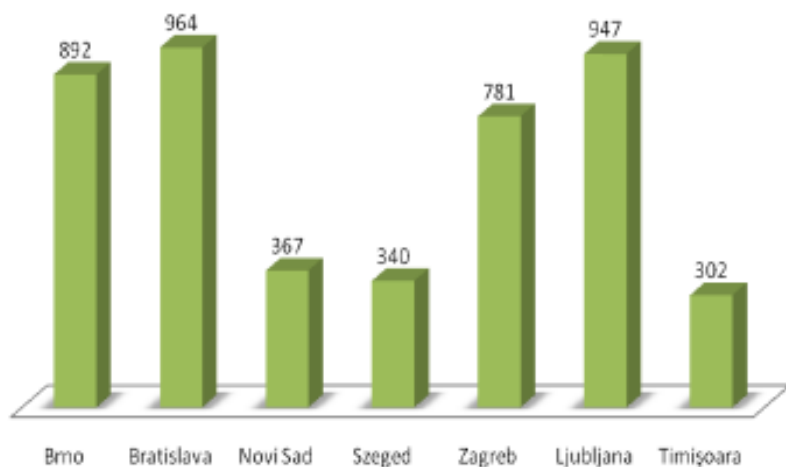
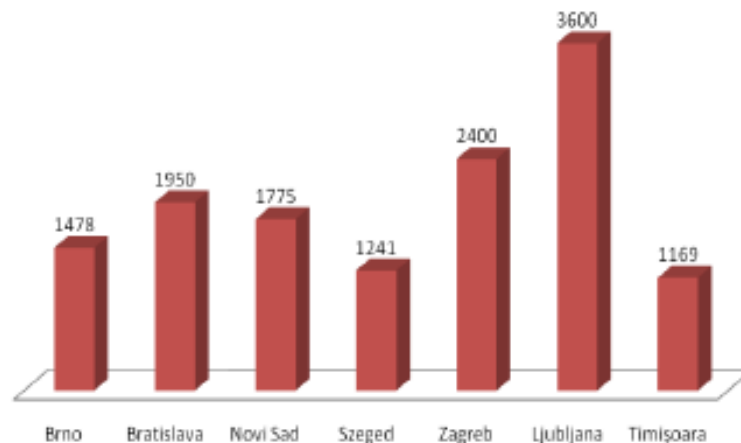


Figura 1.8. Media prețului de cumpărare apartament centru m²- anul 2011



Timisoara in the regional competition

ORADEA 2030 competitivă, durabilă și incluzivă, un pol metropolitan cu resurse și know-how, oferind un climat sigur pentru afaceri într-un mediu natural și construit valoros susținut de un management public durabil.

Oradea, oraș european, antreprenorial, arhitectural, centru al educației și inovării!

Cluj – Napoca (309.136 locuitori / 179.5 kmp)	Timișoara (303.136 locuitori / 129.2 kmp)
<ul style="list-style-type: none">• Centru regional al inovației, comunitate de afaceri, centru de studii avansate medicale• Economie bazată pe cunoaștere, parc industrial• Turism	<ul style="list-style-type: none">• Industrii de înaltă tehnologie, ITC, servicii creative• Cercetare energii regenerabile• Spațiu multicultural integrator• Centru de afaceri, expozițional
Debrețin (208.016 locuitori / 461.7 kmp)	Szeged (170.285 locuitori / 280.84 kmp)
<ul style="list-style-type: none">• Centru comercial, parc industrial, expozițional• Universitate, cercetare, farmacie, electronică• Nod transport aerian, CF, rutier (România, Ucraina)	<ul style="list-style-type: none">• Centru cultural și economic• Istorie, ospitalitate, bucătărie• Turism



Oradea in competitia regionala

Oradea in the regional competion

Cluj in competitia nationala

Populație poli de creștere anul 2010

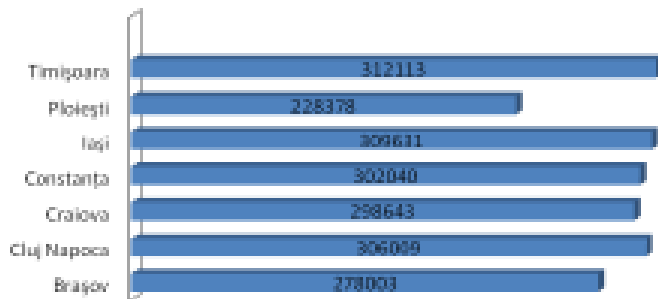
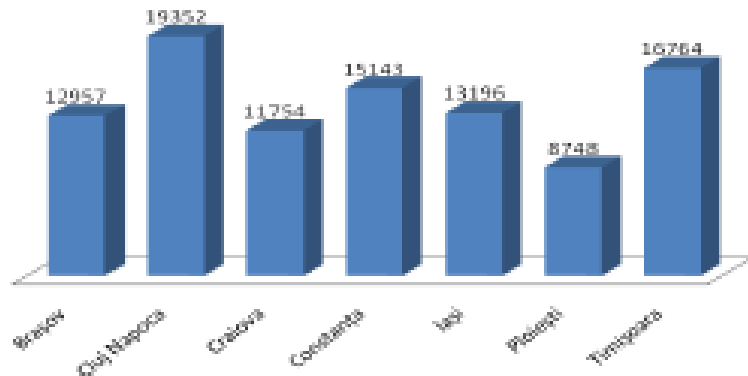


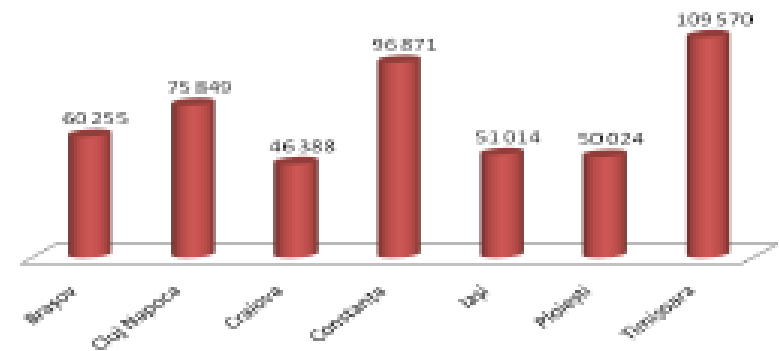
Figura 1.11. Număr total de firme înregistrate în poli de creștere



Poli de creștere -suprafața (ha)



Figura 1.12. Număr angajați în poli de creștere anul 2009



Cluj in the national competition

Cluj: Analiza pietei de terenuri – baza in luarea deciziei de investitii

Cluj: Land market analysis – basis in investment decision making

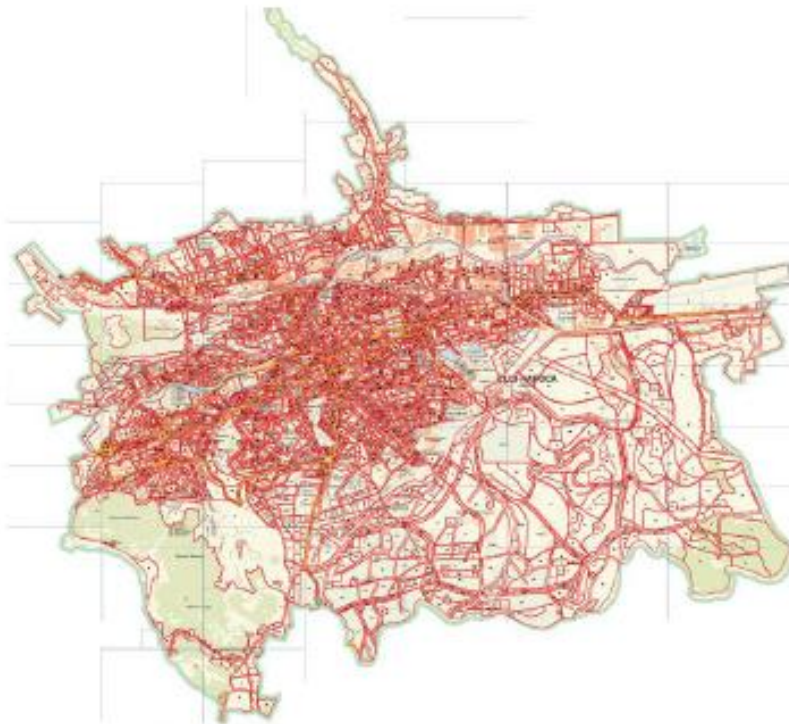
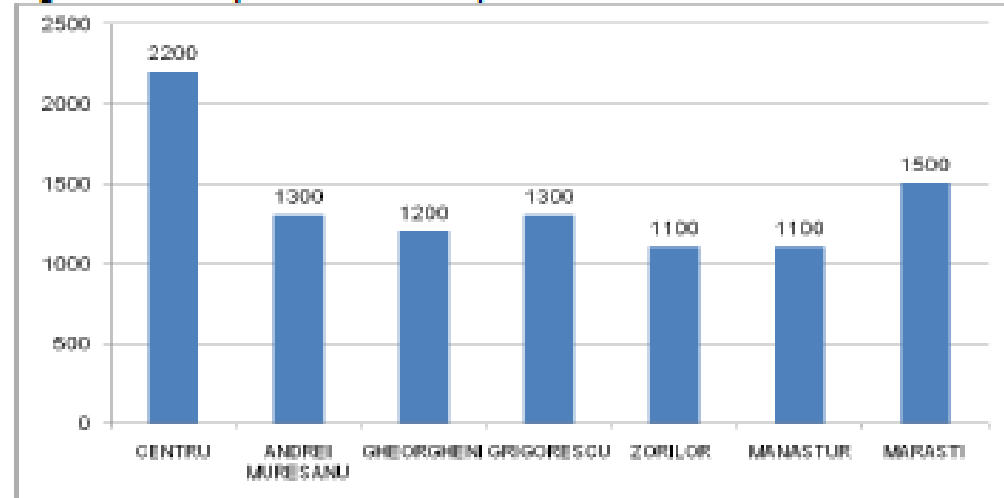


Figura 1. Pret/mp în euro construcții noi stadiul semifinisat



Concluzii

- Orasele trebuie sa-si evalueze pozitia in competitia globala.
- Orasele trebuie sa inteleaga si sa raspunda asteptarilor grupurilor tinta.
- Orasele trebuie sa initieze dialogul cu partenerii potentiali.
- Orasele au nevoie de planuri strategice, orientate spre piata si de un management antreprenorial.
- Planurile de dezvoltare (PUG, PIDU) trebuie sa faciliteze parteneriatul public privat.

Conclusions

- Cities have to assess their position in the global competition.
- Cities have to understand and meet the expectation of the target groups.
- Cities have to initiate the dialogue with potential partners.
- Cities need strategic market plans, and an entrepreneurial management.
- Development plans (GUP, IUDP) have to facilitate public private partnership.

Tema de discutie

Ce aspecte ale planificarii (ce componente ale planurilor urbane) pot intari increderea investitorilor?

- **Aspecte spatiale**
- **Aspecte de management**

Issue to discuss

What aspects of planning (which components of urban plans) could enhance the investors confidence?

- **Spatial aspects**
- **Management aspects**