



We have the pleasure to invite you begin this autumn under the aegis of the European Commission and the European Committee of the Regions' recommendations to activate the SMART priorities. **Satul Inteligent srl (The Smart Village)**, in partnership with the **Partners Magazine**, within the frame of the project **Develop Romania**, organize the first event within the **Blue Strategy Program**, in October **14 – 15, 2016**, at **Cheile Grădiştei Braşov Tourist Complex**.

The **Blue Strategy Program** [www.strategiealbastra.ro](http://www.strategiealbastra.ro) brings to the forefront **new business and sustainable business models** by creating new connexions and communities, based on innovative projects, as an outcome of the Romanian research and identifies the necessary financial resources, including by European funding. The **Blue Strategy Program** stresses the importance of smart **specialization both at national level, as well as at the level of the Danube- Black sea macro-region**.

### **Blue Strategy: Agenda**

*The Blue Strategy:* covers a multiannual program, with workshops, seminars and conferences on topics of large interes; the **timetable of the events for 2017** is available on the website <http://strategiealbastra.ro/>

The main topics on the Agenda:

- **Clusters** – Innovative organizational and development models;
- **Eco Agriculture and BioEconomy** – an innovative concept;
- Opportunities and means to access **European Funds for Mayors and County Councils**, an important support for the urban and rural development;
- The role of **Public-Private Partnership** in promoting and developing the business environment;
- **Smart City** – an intersectorial model of urban development,
- The European Union Strategy for the **Danube Region** etc.



- The potential to modernize tourism infrastructure and programs in the regional context: success stories;
- **Smart village**, mental balance and proactive tools in health and longlife management.

### Why should you participate?

The conference is a space for interaction and an excellent occasion for information and expertise exchange with respect to the vision and trends in sustainable development as seen by the public administration, academia and the business environment.

Join us and take an active part in the presentations of innovative solutions, case studies, B2B talka and networking sessions!

As a participant in the conference, you will leave with new information and solutions on various aspects and a fresh vision on **SMART** development of your business/ community:

- Build relations with new potential partners in the field/ connected industries and the public administration;
- Find innovative solutions from experts and inventors ;
- Participate in bilateral talks with new partners in the industry/ connected industries;
- Discover the latest products and services, examples of best national and international practices;
- Finding out about the future projects of the public administration
- Identify new markets/ financial resources and setting up cooperations along the provider- end consumer chain
- Promotion in the national media and for the diaspora ( Radio ProDiaspora, tv)

### Who can participate?

- Companies and businessmen ;
- Representatives of the foreign Embassies in Romania ;
- Foreign business community;
- Professional associations;
- Representatives of the public administration;
- Experts, lecturers, inventors and specialists in various fields of interest.

We invite you to become our partner and turn this opportunity to present/ taste new products, to put forth to debate specific aspects and benefit from the advantages of our promotional services, according to the Conference **Folder**, to be downloaded from the site <http://www.strategiealbastra.ro/>.

**Deadline for subscription and payment of the participation fee: September 15, 2016.**



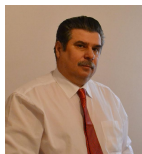
## CONFERENCE BLUE STRATEGY

October 14 - 15, 2016  
Cheile Grădiștei Brașov

### Innovation and creativity patterns for entrepreneurs and public administration: potential & resources

#### Sections & Panels

Innovative approach of the drivers for the sustainable development of Romania:  
Special guests,, prezentari de moda, degustari, sesiuni de relaxare  
Programe artistice



Smart village, mental balance and proactive means for health and longlife management

Opportunities, franchise and financing of “Smart village”  
**Stoica Viorel - Project Manager**



Integrated analysis of the urban& rural systems and territorial management in SUERD context

Univ.Lecturer dr. Madalina-Teodora Andrei:  
Expert in Financial Project Management - SUERD



**Smart City - Smart City– a pattern of intersectorial urban development. .**  
Main industries that need to be improved in order to make the shift to Smart City .

Implementation model of integrated solutions in the city management.  
Impact on the lifestyle of the use of smart technologies in everyday life  
**Carmen Furdur – expert economist**



European funds, opportunities for business development

**Dr. Ec. Eng. Mircea NEGRUTA - Clubul Investitorilor**



Regional marketing & branding, in the context of the Blue Strategy . Ways to specialize and develop the region in terms of marketing and branding.

**Costin Lianu – General director USH Probusiness and Coordinator of the National Export Strategy of Romania.**



Clusters- innovative organizational and development patterns;  
**Dipl. Ec. Christina Leucuta** - Senior Advisor CLUSTERO – Cluster Association in Romania and Associate Researcher – Romanian Academy



Opportunities and means to access European Funding by the Mayors and County Governors, effective support for city and rural development;  
**Liviu Muresan, technical consultant**



Relationship between the public administration and media ( "Media, communication vehicle between administrators and the administered  
**Alexandru Moise - Senior editor, MEDIAFAX Press Agency**



Modernization opportunities and rebirth chances of the Romanian society and environment health recovery, by implementing and maximizing the valorificarea results of Romanian research

**Radu Marin – General Director SC CCMMM SA.**



Technology and Innovation for the implementation of Eco Agriculture procedures  
General outlook on the eco- agriculture system  
Contribution of eco- agriculture to the sustainable development of the country and items of interest concerning the nutritional value of ecological products  
BioEconomy – a long-term innovative concept.

**Dr. Eng. Teodora Aldescu -Director Asociatia EcoR Partner**



Bio economy and Bioagriculture – Big challenges for Romania.  
**Gudei Corina – Univ Lecturer“Spiru Haret”, Faculty of Economic de Sciences – Bucharest**

**See you in 2017!**