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New Challenges, New Opportunities for the Regions and Cities. The Case of Bucharest-Ilfov Region

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CiTIEs – Cities of Tomorrow: Investing in Europe

1st



Organised to discuss how we can strengthen the urban dimension of EU policymaking, and on how we can better recognise cities' key role in rolling out EU and national policies.

The main objective of the CITIES Forum was to stimulate a debate at European level on the need for an EU urban agenda.

CiTIEs – Cities of Tomorrow: Investing in Europe

Why do we need an EU urban agenda?

For fostering the role of the European Union as a facilitator of urban development;

For further integrating sector policies and making them better adapted to urban realities,

As leverage to strengthen national urban agendas.

What should an EU agenda be?

A framework to guide action, to bring coherence to a diversity of initiatives and policies,

An instrument to involve cities and their political leaders in the EU policymaking and policy implementation,

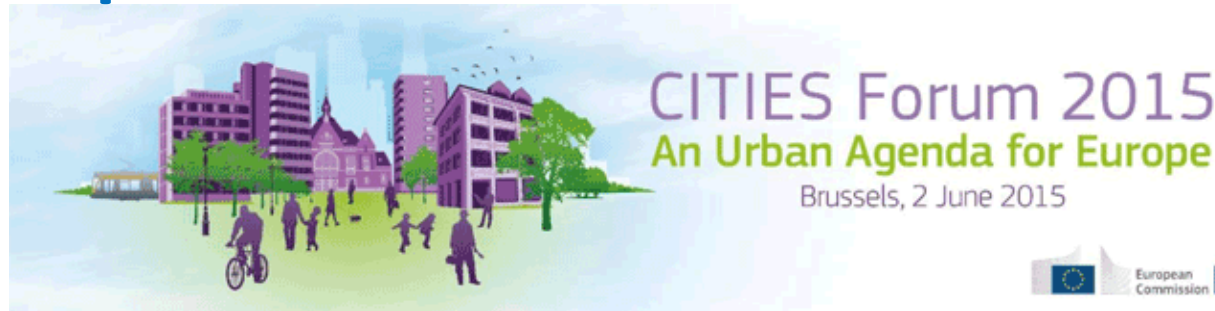
A tool to develop methodology to integrate the goals of the EU2020 strategy with cities' own strategies.

* http://ec.europa.eu/regional_policy/index.cfm/en/conferences/urban2014/



CiTIEs – Cities of Tomorrow: Investing in Europe

2nd



The European Commission organises the **2nd European CITIES Forum** on the 2nd of June

The European Commission launched a public consultation that confirmed the demand for an EU urban agenda.

EC will present at the CITIES forum the results of the consultation. Urban stakeholders at all levels will have an opportunity to have a political and practical discussion on how to advance the EU urban agenda. The forum will also see the official launch of the Urban Innovative Actions, an EU initiative to support innovative approaches to tackle future urban challenges in cities across Europe.



"The urban dimension of EU policies – key features of an EU Urban Agenda"

- Communication from the European Commission Brussels, 18.7.2014 COM(2014) 490 final
- Europe continues to be faced with **challenges** related to the economy, the climate, the environment, and society at large. Most of these challenges have a strong urban dimension.
- But although **cities' role for economic, social and cultural development**, and their potential for a more resource efficient habitat, have long been recognised, the policy response at European and national level has been slow and piecemeal, with many but poorly integrated sectoral initiatives.



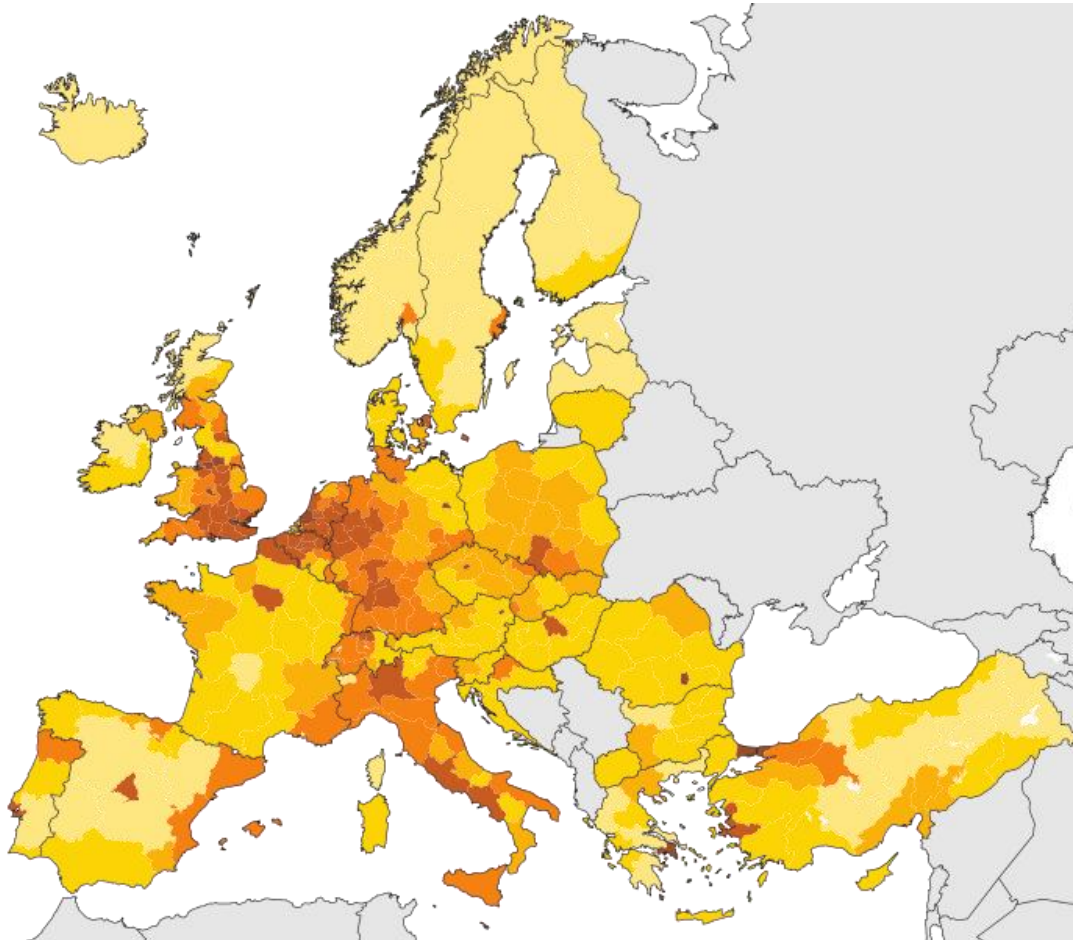
"The urban dimension of EU policies – key features of an EU Urban Agenda"

- The EU Urban Agenda, recognise the demand and expectations from the
 - ✓ European Parliament,
 - ✓ the Committee of the Regions,
 - ✓ city associations and cities themselves, and their readiness to engage in the process.
- It was suggested that such an agenda should be taken forward with input from the local, regional, national and EU levels.*

*Informal meeting of Ministers responsible for Cohesion Policy organised by the Hellenic Presidency, Athens, April 24 2014



Distribution of population

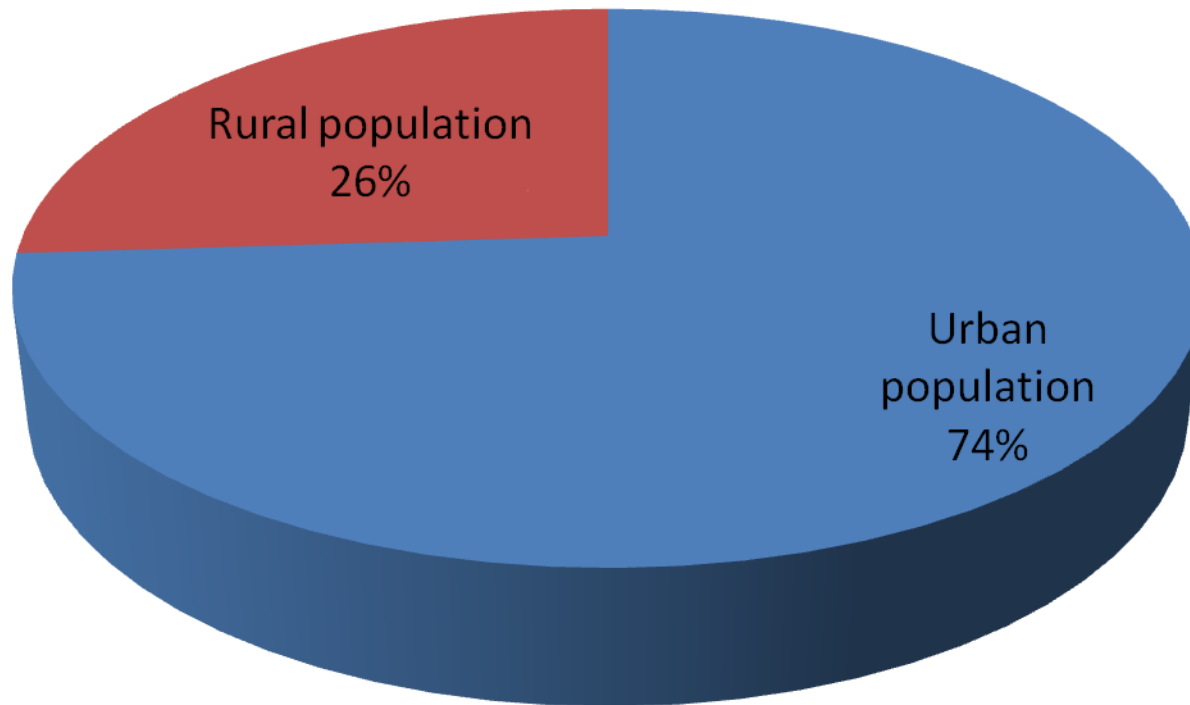


Distribution of population in the [EU](#) and [EFTA](#) countries, including candidate countries (2007)

- < 50 inhabitants per km²
- 50 to 100 inhab. per km²
- 100 to 150 inhab. per km²
- 150 to 300 inhab. per km²
- 300 to 1000 inhab. per km²
- > 1000 inhab. per km²
- no data available



EU distribution of population



Total EU population: 507,4 mil. inhabitants



Map showing European countries with urban population



European Countries with Lowest Urban Population

| COUNTRY | URBAN POPULATION (IN %) |
|------------------------|-------------------------|
| Liechtenstein | 14 |
| Moldova | 47 |
| Bosnia and Herzegovina | 49 |
| Slovenia | 50 |
| Albania | 52 |
| Slovakia | 55 |
| Serbia | 56 |
| Romania | 57 |
| Croatia | 58 |
| Macedonia | 59 |

Source: <http://www.mapsofworld.com/europe/thematic/urban-population.html>

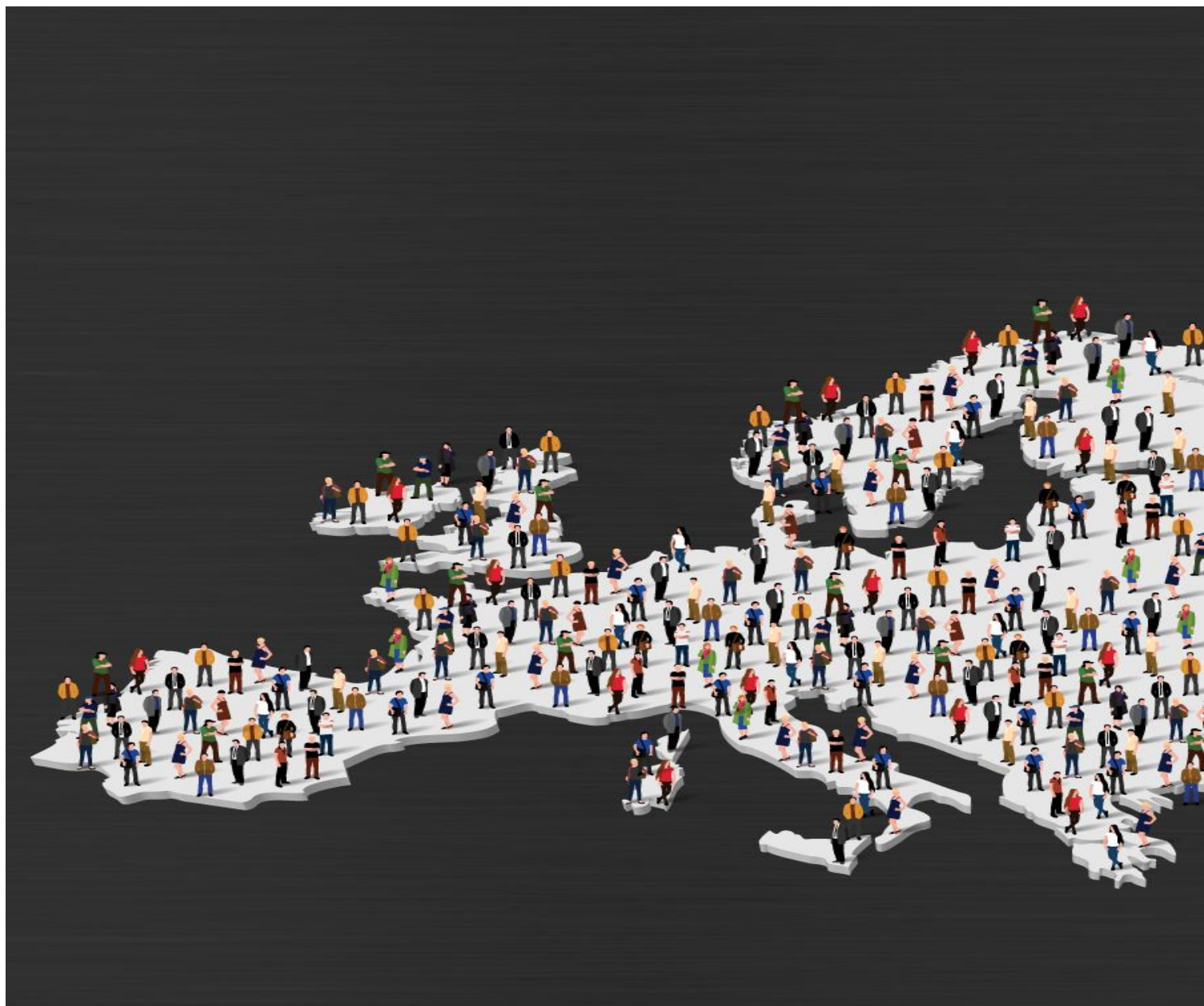


European Countries with Urban Population

| COUNTRY | URBAN POPULATION (IN %) |
|----------------|-------------------------|
| Monaco | 100 |
| Vatican City | 100 |
| Belgium | 97 |
| Malta | 95 |
| San Marino | 94 |
| Iceland | 93 |
| Andorra | 88 |
| Denmark | 87 |
| Sweden | 85 |
| Finland | 85 |
| Luxemburg | 85 |
| France | 85 |
| Netherlands | 83 |
| United Kingdom | 80 |
| Norway | 79 |

Source: <http://www.mapsofworld.com/europe/thematic/urban-population.html>



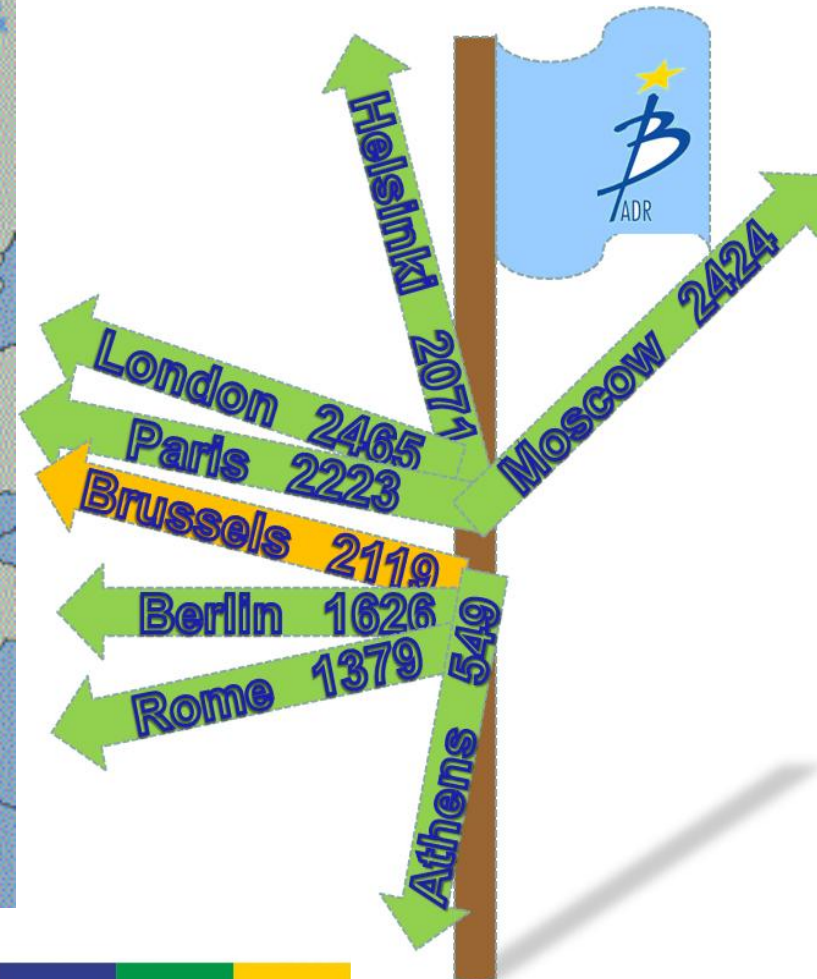
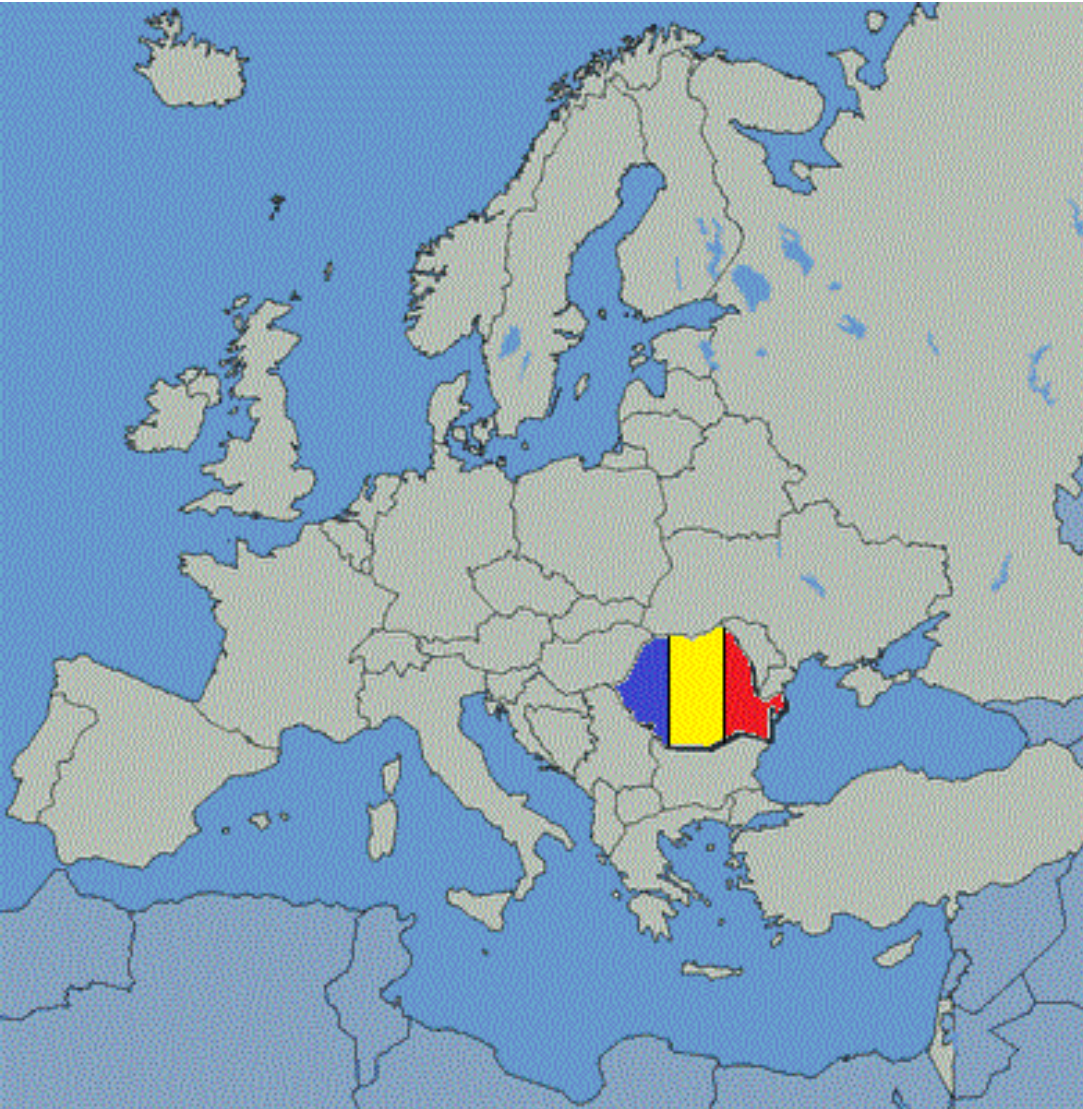


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Discover Bucharest-Ilfov Region !

- In the middle of the continent: At the intercrossing of two Pan-European corridors: IV (Dresden-Istanbul) and IX (Helsinki-Alexandroupolis)



Discover Bucharest-Ilfov Region !



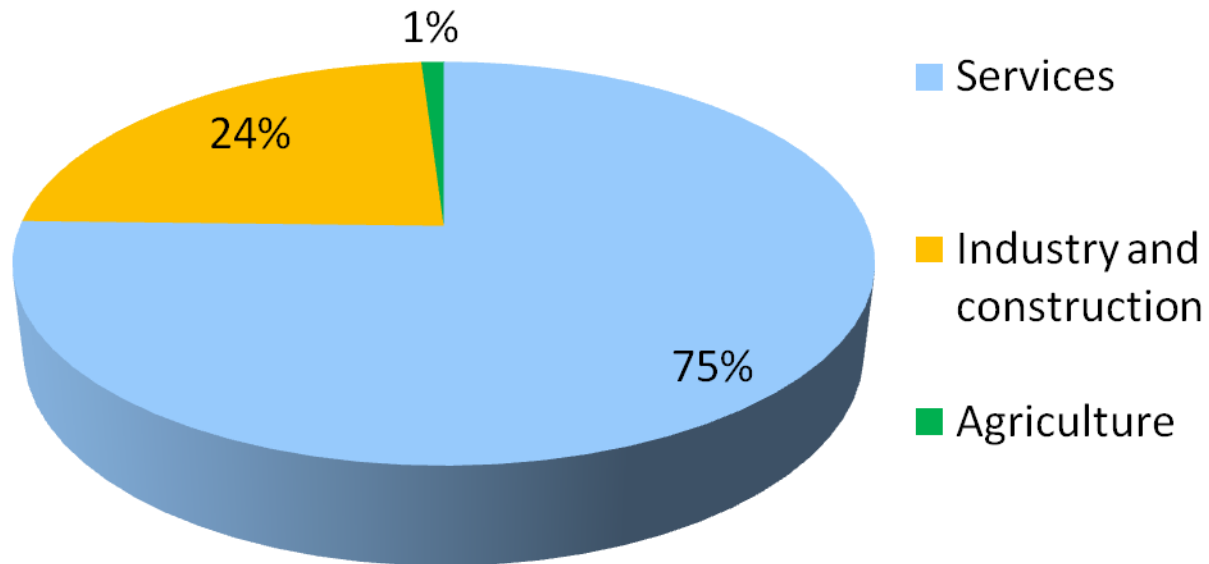
- One of the 273 EU NUTS 2 regions, one of 28 Capital regions, **the richest in Eastern part of the EU** (27.100 €/inh. Gross domestic product per capita in purchasing power standards) – more than all the Hungarian, Polish, Bulgarian, Slovenian, Croatian regions and Cyprus, Malta and the Baltic countries.*

**Eurostat, 2010 (published 2013)*

| | BI Region | Bucharest | Ilfov | % of BI Region in Romania |
|-------------------|-----------------------|-----------|--------|---------------------------|
| Area | 1 821 km ² | 13.1% | 86.9% | 0.76 |
| Population | 2 272 163 inh. | 82.89% | 17.11% | 11.29 |

Structure of the BI economy (INS, 2013)

Structure of the BI economy



Services: from 53,1% in 1995 to 75% in 2005-2013



Bucharest-Ilfov – the most dynamic Region in RO

□ Economic indicators

(1)

- ✓ **GDP in purchasing power standards** - 27100 Euro/inhabitant, more than twice the national average (11975 Euro/inhabitant), 111% of the EU27 average* (ranked 76th out of 271 European regions; next Romanian region: 54% of EU average)
- ✓ **GDP in nominal values** - 10800 Euro/capita*
- ✓ **Work productivity** - 21333 Euro/employee in 2010, increased by 78% compared to 2005**



City Gate Towers, Bucharest

*) In 2010, Eurostat 2013

***) In 2010, INSSE 2012



Bucharest-Ilfov – the most dynamic Region in RO

- ✓ Foreign direct investments (FDI) - over 35 billion euro-about 60% of the national ones (next 3 regions - about 7%)***
- ✓ SMEs-23% of the national no.

***) In 2012, BNR 2013



Sky Tower, Northern Bucharest

... and also...

- ✓ The most productive region (generates approx. 25% of the national economy)
- ✓ The most powerful and dynamic economic region of the country
- ✓ The average net salary is approx. 35% higher than the national average
- ✓ Unemployment rate: 2,0%, the lowest nationwide (July 31, 2013)
- ✓ Density of SMEs in BI Region: 48 per 1000 inhabitants, being above both the EU average (42 SMEs/1000 inhabitants) and national average of 21 SMEs/1000 inhabitants.



West Gate Business Park

Investment Opportunities for Your Business in Bucharest-Ilfov Region - *Services sector*

✓ **Specialized human resources** - higher education & research capacities



↑
NUPSA Bucharest

← **Hyperion University**

Investment Opportunities for Your Business in Bucharest-Ilfov Region - *Services sector*

✓ **Tourism** – business, congress & exhibition, spa & wellness, museums, gardens and parks



Cernica Monastery, Ilfov County

Investment Opportunities for Your Business in Bucharest-Ilfov Region - *Services sector*

✓ **Tourism** – business, congress & exhibition, spa & wellness, museums, gardens and parks



Palace of the Parliament, National Museum of Contemporary Art, Bucharest

Investment Opportunities for Your Business in Bucharest-Ilfov Region - *Services sector*

✓ **Tourism** – Day and night entertainment



Old center, Bucharest

Investment Opportunities for Your Business in Bucuresti-Ilfov Region - *Industry*

- ✓ Food industry, beverages and tobacco (65% of the turnover generated in this sector)- Coca Cola HBC, Philip Morris etc.
- ✓ machine tools, rubber & chemical industry-including pharmaceuticals & cosmetics
- ✓ paper industry, textile and clothing industry, film industry a.s.o.
- ✓ using the existing **industrial & technological parks** or developing new facilities on city locations resulted from delocalization and division of former industrial platforms in Bucharest.
 - ✓ Ilfov County ranked 1st in housing construction in 2013 (9,1%), followed by Constanța, Suceava and Timiș counties.



Tida Ro Ltd., REGIO beneficiary – outdoor products

Opportunities

- ✓ **Clusters in Bucharest-Ilfov Region**
- ✓ Bucharest-Ilfov region has a high innovation potential that is largely underexploited because of the lack of a formal framework for innovation policies and programmes at the regional level.
- ✓ In region are 8 clusters specialised in furniture, ICT, clothes, audiovisual services, construction materials, food industry etc



A new cluster infrastructure and a very complex facility

Bucharest-Magurele - ELI - THE EXTREME LIGHT INFRASTRUCTURE.



ELI is a European Project, involving nearly 40 research and academic institutions from 13 EU Members Countries, forming a pan-European Laser facility.



Proposed priorities for the administration of Bucharest presented in the round table bringing together the 28 mayors of the European capital cities

- the creation of a data base among the capitals of the member states comprising the best practices;
- a functional urban dialogue by creating a platform allowing and encouraging citizens' involvement in the decision-making process;
- the promotion of the success examples and strengthening the experience exchange in the context of the similarity of the problems the current society is confronted with.



Regional Development Plan for Bucharest-Ilfov Region 2014-2020

- Achieved by Bucharest-Ilfov Regional Development Agency (BIRDA), available on <http://www.adrbi.ro/media/9437/PDR-BI%20varianta%2012%20iunie%202014.pdf>
 - ✓ Socio-economic profile of the Region – demography, infrastructure, environment, economy, tourism, agriculture and rural development
 - ✓ SWOT analyses
 - ✓ Regional development Strategy
 - ✓ Indicators to achieve the objectives of the Strategy
 - ✓ System implementation
 - ✓ Partnerships (including BIRDA, Ilfov County Council, General Council of Bucharest, Regional Direction for Statistics, universities, employers, trade unions, NGOs etc.



BUCHAREST-ILFOV REGIONAL DEVELOPMENT AGENCY

Intermediary Body for Regional Operation Programme

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