



Innovative cluster name: Transylvania Lands Cluster

Country/Region: Romania, Central Transylvania Region (Central Romania)

Date of establishment: 20.08.2005, EMC Antrec Alba Transilvania

Initiating Members (20.03.2014): 53 (Educational institutions: 3; Innovation centers, agencies and chambers of commerce: 4; Press Trust 1; Enterprises: 45)

Core business: Tourism and related services industry (to help SMEs to be successful and competitive in the Tourism and related services industry chains; to create network and critical mass of relevant subjects to improve the quality of human resources, production agro-food, handicrafts and artisan crafts; to support technology transfer and innovation processes mainly but not only in the Tourism and related services industry)

Cluster management association/Cluster manager: -

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Cluster collaboration: <https://www.clustercollaboration.eu/cluster-organisations/transylvania-lands-cluster>

Relevant (full) description of cluster's main activities (production, services): The main aim is to become trustful partner for the members, but also for regional, national and international authorities and to link the requirements of production with academic and R&D environment.

The main vision is to support the development of suppliers to the Tourism and related services industry and ensure their competitiveness in domestic and foreign markets through partnerships of industrial companies, universities, R&D and other public and private institutions and organizations.

Cluster's main activities include:

- Networking of members;
- Exchange of experience, informing (Education, R&D, Horizon 2020);
- Preparation, submission, managing and implementation of projects co-founded by various EU programs (cross-border, CE, SEE, preparation for the new programming period);
- Organization of thematic workshops for SMEs;
- Presentation of cluster members in the framework of cluster activities (international conferences, workshops);
- Education activities (Tourism Academy with wide portfolio of professional courses);
- Engagement in the Horizon 2020 (opportunity for new project ideas, partnerships and cooperation);
- Valuation of heritage - <https://www.revista-viatalatara.ro>