



CITY OF TÎRGU MUREȘ

Tîrgu Mureș



Competitiveness through smart specialization

November, 2015

TÎRGU MUREȘ - INTELLIGENT URBAN DEVELOPMENT



CITY OF TÎRGU MUREȘ

- One of the 40 leading municipalities in Romania;
- Located in the center of Romania, the well-known “Transylvania” Region;
- Famous Romanian health & educational center;
- 144 thousands inhabitants, over 220 thousands with Metropolitan Area included; 50% Romanians, 47% Hungarians, 3% other nationalities
- Good infrastructure:
 - Part of the Central European Transport Network TEN-T;
 - Own international Airport.
- Many resources available for infrastructure development at the City’s disposal.
- Political stability

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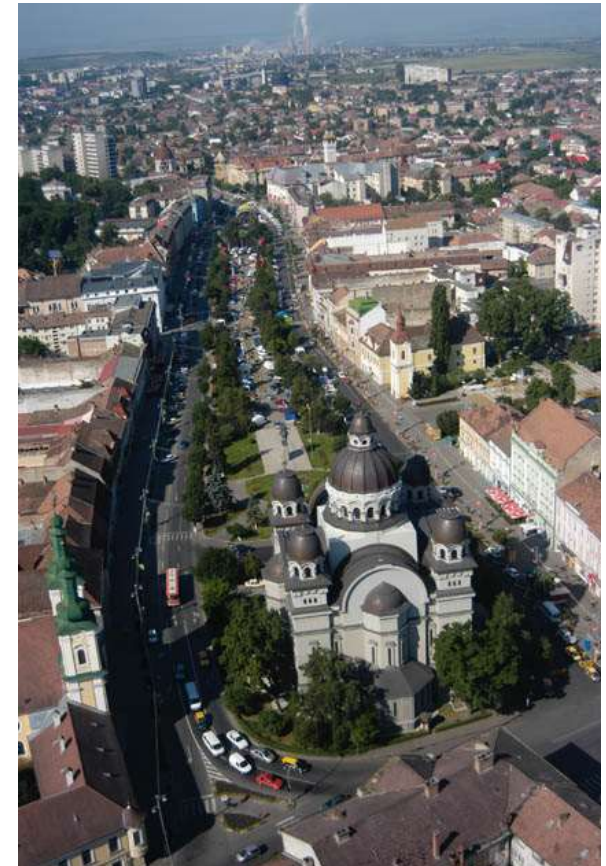
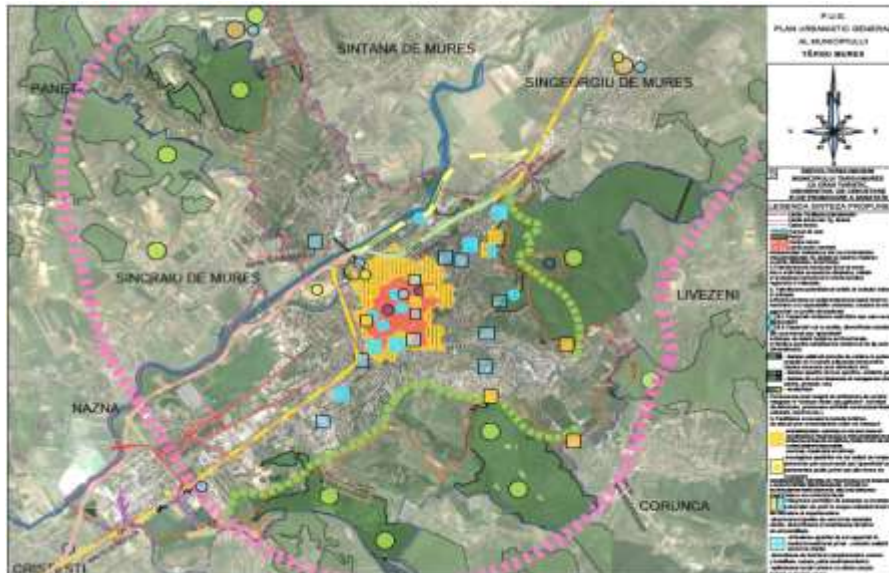
CITY OF TÎRGU MUREȘ

➤ Elaborated studies

- AGENDA 21
- INTEGRATED PLAN FOR SUSTAINABLE URBAN DEVELOPMENT (IPSUD)
- METROPOLITAN AREA DEVELOPMENT STRATEGY
- MASTER PLAN FOR INTEGRATED WASTE MANAGEMENT
- THE ENERGY STRATEGY OF TARGU MURES MUNICIPALITY FOR 2012-2025
- REVIEW OF URBAN MASTER PLAN
- MUNICIPALITY DEVELOPMENT STRATEGY

➤ Ongoing studies

- SUSTAINABLE URBAN MOBILITY PLAN (SUMP)
- INTEGRATED STRATEGY FOR URBAN DEVELOPMENT (SIDU)
- COMMUNITY LED LOCAL DEVELOPMENT (CLLD)



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KEY APPROACH IN THE STRATEGY OF TARGY MURES MUNICIPALITY :

- CITY OF **CITIZENS** – INCREASING LIFE QUALITY
- CITY OF **TOURISTS** – DEVELOPMENT AND PROMOTION OF CULTURAL, MEDICAL, SPORT AND LEISURE TOURISM
- CITY OF **INVESTORS** – PROMOTING AND SUPPORTING BUSINESS ENVIRONMENT



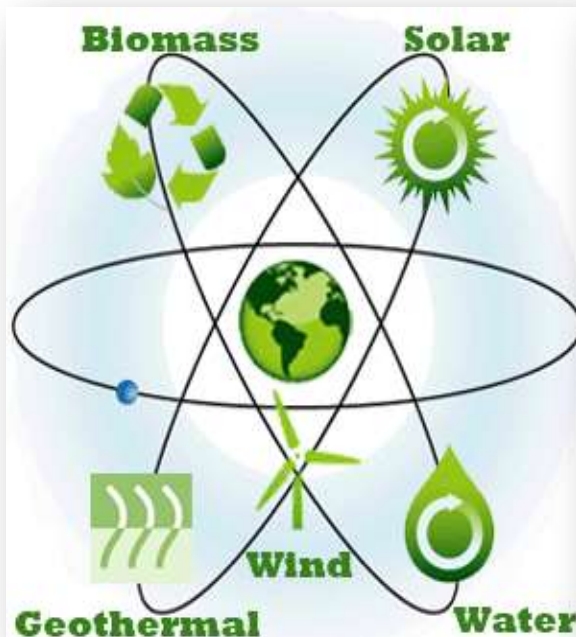
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➤ WHAT WE PLAN TO ACHIEVE:

- SUSTAINABLE URBAN MOBILITY (MODERN TRANSPORTATION, MODERNIZATION AND DEVELOPMENT OF ROAD INFRASTRUCTURE, URBAN TRAIN, CYCLE, PEDESTRIAN ROUTES TOURIST AND ENTERTAINMENT)
- ALTERNATIVE ENERGY SOURCES
- ATTRACTIVE AND STABLE BUSINESS AND SOCIAL ENVIRONMENT
- SPORT AREAS AND OUTDOOR ACTIVITIES
- CULTURAL AND EDUCATIONAL PROJECTS



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TARGETS FOR 2020 ORIENTED TOWARDS:



In accordance with the National Strategy for Competitiveness 2014-2020.

Smart City- smart technology

Digital City



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Development of Tirgu Mures as digital city involves two major components:

a. IT infrastructure for public services (e-administration components);

The IT&C Digital Mures system involves the implementation of interoperable computer systems and subsystems in Tirgu Mures which will simplify the life of the people and of the business environment in the city

b. Science City for Research and Medical Informatics - Technological park

The Technology Park will be a business district focused on research and medical informatics, consisting of office buildings and shared facilities for the involved corporations & other participant entities. The aim is to develop research laboratories in the fields of biology, chemistry, medicine, nanotechnology and related disciplines, interdisciplinary research laboratories, laboratories specialized high performance computing, Data Room.



Smart City- smart healthcare



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Competitiveness Pole LifeTech City

First Competitiveness Pole in Romania in medical sector, life sciences and medical informatics

LifeTech City



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- **LifeTech City** is the Competitiveness Pole for research and development of the medical field and medical informatics that was created in early 2012.
- Currently, the Competitiveness Pole gathers **4 Universities** (*University of Medicine and Pharmacy, Petru Maior University, Sapientia University, Cultural-Scientific University*), **8 companies** (e.g. *SC BIOEEL, SC VIM SPECTRUM, SC PLASMATERM, SC PROCONTROL, SC TETRONIC, SC ECOMOTIV DEVELOPMENT, SC The Science City for Research and Medical Informatics, SC LOCATIV*), **3 hospitals** (Emergency county Medical Center, County Medical Center, the Emergency Institute for cardiovascular disease and transplant Tg Mures), **NGOs, public institutions** (Mures County Council, City Council), **RDA Center** and **Chamber of Commerce and Industry of Mures County** .
- New entities are interested to join the Pole, such as **The National Authority for Quality Management of Hospitals, SMURD, SC Ortoprofil**.

Why in Tirgu Mures?



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EDUCATION AND RESEARCH

- **Universities:**
 - University of Medicine and Pharmacy of Tirgu-Mures
 - Petru Maior University of Tirgu-Mures
 - Sapientia University
 - Cultural-Scientific University
- **Over 20.000 students**
- **Domains:** Medicine, Dentistry, Informatics, Mathematics, Computer science, Electronics, Marketing Management, Fine Mechanics Technology, Automobiles, Industrial Design, Finances and Banks, Accounting, Law, Art etc.

Why in Tirgu Mures?



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CENTER OF EXCELLENCE IN HEALTHCARE

- A prestigious medical centre renowned for pioneering and excellence;
- Tradition in medical and pharmaceutical research;
- International and national medicine and pharmacy congresses and conferences;
- Local doctors and professors – researchers involved in international projects together with worldwide known scientists;
- Numerous investments made by famous private pharmaceutical companies.

Why in Tirgu Mures?



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- In Romania, Tîrgu Mures is appreciated to be on **top 3 of the most relevant medical centers**. In addition to strengthening the image of medical school Tirgu Mures has a **National Training Center in Emergency Medicine**.
- **Good practice on implementing pilot projects:** ex. Implementation of the first 112 Management Crisis Centre - Tirgu Mures (the dispatch **was financed by Tirgu Mures City Hall**), UPU SMURD Mures is the pilot centre for the first TELEMEDICINE unit in Romania– coordination center which connects UPU and the Emergency Centers from 41 hospitals located in the Administrative Region 7, Center.
- In this regard, through the development of **Digital City**, Tirgu Mures could become an **important international center for training, practice, research and excellence** in the area of **bioinformatics, biomechanics, biotechnology, cellular engineering, clinical engineering, medical robotics and related fields**.

LifeTech City



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Opportunities:

- opportunity to create synergies between medical and IT sector;
- opportunity for companies to develop complex R&D and investments projects together with the universities;
- opportunity to develop joint infrastructures for Competitiveness Pole`s members
- financing opportunities under 2014-2020 budgetary period

Threats:

- reduced budget allocation for RDI at national level
- lack of comprehensive legal framework

LifeTech City



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What we have to offer:

- access to advanced R&D infrastructure;
- create optimal prerequisites to determine foreign investors to invest in Tîrgu Mures;
- opportunity to create new jobs;
- opportunity to attract new students;
- a strategic document of the competitiveness pole for research and development in medicine and medical informatics;
- support for doctors and medical personnel to work in Romania.

*More information in the “**Development strategy of the competitiveness pole for research and development in medicine and medical informatics**” (will be available by the end of November on the website www.digitalmures.com)*

LifeTech City



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Next steps:

- Strengthening and expanding membership
- Approving the Strategy for the LifeTech City
- Preparing technical documentation for future projects
- Applying for financing in the next call of proposals on COP
- Identify and participate in Horizon 2020 projects
- Approving the Digital Mures Strategy

Key message:

Health sector is on top of the research priorities at the national level (National Strategy for RDI). The development of **poles of excellence in medical research** is the key to **create formal transfer mechanisms of the research results into practice.**

LifeTech City - the first Competitiveness Pole in Romania in medical sector, life sciences and medical informatics.



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Thank you



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