

THE ROMANIAN STRATEGY FOR DEVELOPMENT AND COOPERATION IMM 2007 – 2013

Univ. doc. Conf. Danut Tiberius Epure
„Ovidius “ University of Constanta
Faculty of Economic Sciences
Mail: epure_dan@yahoo.com

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Summary

This paper reveals the Romanian strategy for development and cooperation which has been put into practice by the Romanian

Government in order to accelerate the development of the IMM sector.

Having in view this purpose certain general and specific objectives have been set up. A special attention has also been given to the business infrastructure, general and specific objectives being also set up in order to accomplish a successful development.

The consulting services for IMMs, the access to financing by creating adequate instruments have also been given a special attention, these representing other important preises of the economic development.

The measures provided in this document are based on the nowadays achievements in the development of the IMM sector and their extending, with the purpose of assuring the competitive capacity of IMM to compete successfully on the European market and on the world market, after the moment of adherence.

During the latest years, the Government of Romania has put into practice a series of measures meant to accelerate the IMM sector development, which led to significant results: in 2003, the IMM sector contribution to GIP increased to 60% , the IMM contribution in the total of the engaged workforce attained 54%, and the export value attained 24,4% from the whole.

It is important to underline the fact that the number of enterprises in the small category has continuously decreased lately, while the number of medium sized enterprises active from an economic point of view has increased. This evolution indicate the maturing of the Romania IMM sector.

Also, the implying of a greater and greater of IMMs in the production activities show that the IMM sector, on the whole, came to a new development phase.

The opening of the markets will provoke new competition pressures on the enterprises, especially in the traditional industrial sectors, and the IMMs, particularly, will be exposed to numerous changes of the business environment.

The objectives and the measures provided are meant to eliminate the recorded constraints and have in view the consolidating of the IMM sectors and the preparing for the the competition on the Internal Market.

1. DEVELOPMENT STRATEGIC OBJECTIVES FOR IMM AND COOPERATION(2007-2013)

The international competitiveness increasing of IMM by technological modernizing and alignment to European standards.

The objective views the improving of the technological level of the IMM from the productive sectors, by supporting the investments for modernization, the development of its own inovative activities or the adopting of the rezults from the research-development projects achieved by the profile units, as well as the alignment of the products and services to the quality requirements imposed by the European Union. The increase of the technological capacity of the small enterprises represents one of the main action directions of the European Charta for the small Enterprises adopted by the Europe Council from Feira in 2000 and according to this, a special accent is laid on the dissemination promoting of the technologies among the small enterprises and on the capacity development to identify, select and adapt new technologies.

General Objectives:

The creation of the legislative, fiscal and economic frame by means of which the IMMs are encouraged to develop inovative solutions and concepts.

- ✓ The awaring of the IMMs and of the technological tranfer intermediary institutions as to the benefits of the inovation;
- ✓ The effective assuring of the technologies and means necessary for IMM to be successful in finding inovative solutions in business;
- ✓ The improving of the knowledge transfer among the high teaching institutes and the research ones to IMM;
- ✓ The training assuring as to the good practices in the quality management;
- ✓ The awaring and eccouraging of the Romanian IMMs with the purpose to use CE marking.

Specific Objectives:

- ✓ The setting up of technological transfer intermediary structures at the level of the universities, research centers and of other applied technology and industrial sources, by means of which the IMM is permitted to have better access to the exploiting of the research products.
- ✓ The encouraging of the students'and young graduaters' integration in the inovative IMM.
- ✓ The supporting of the quality systems introducing and of the management certifying system by the Romanian IMMs;
- ✓ The prepearing of the Romanian IMMs with the purpose of introducing the certifying, metrology and standardizing system.

Measures:

- ✓ investments for new technology acquisition – licences and know-how;
- ✓ encouraging and the awaring of IMM to obtain author's certificates and rights of author;
- ✓ stimulating of the inovation by exploiting the CD rezults and own activities of inovation;
- ✓ the conversion of the research institutes into private technological centres;

- ✓ the supporting of the management quality systems introducing and of the quality standards;
- ✓ the encouraging of the Romainan IMMs with the purpose environment management introducing;
- ✓ the promoting and the creating of the technological transfer pilot offices.

2. THE BUSINESS INFRASTRUCTURE DEVELOPMENT

This objective is meant to to follow the development of an adequate business environment for the integration of all geographic zones in the economic circuit and the creation of the premises for the promoting of the successful investments. The international experience indicates that one of the most efficient means is the creation of technological and trade incubators that cooperate with the universities and research centres.

Given the real situation in Romania, it is indicated that the trade incubators should be set up partnership basis of private/ public type.

One of the essential tendencies of the economic development in the 21-th century is the acceleration of the of IT activity dynamism and the integration of each economic sector in the information activities. From this pont of view it is necessary to promote the development of the most modern production based on knowledge in Romania.

The main advantage is the one to use the internet on a large extent with the purpose of achieving a more rapid and more efficient exchange of data with the clients at lower operating costs, rezulting lower prices for the clients.

General Objectives

The assuring for the new set up IMMs of the facilities and of the infrastructure support in a controlled environment, at prices specifically harmonized with the needs of the small enterprises, by assuring of reasonable facilities in adequate locations;

- ✓ The developmeent of the inovative enterprises, high-tech;
- ✓ The modernizing of the Romanian IMMs and thje improving of their competitiveness, by a higher degree of using the internet, namely by aplicacion of 3 e-business type.

Specific Objectives

- ✓ The developing of the trade incubators that function in Romania and the generating of the services that allow the creating of a cooperation at the level of the incubator net;
- ✓ Promoting the assurance of the facilities according to the IMM needs;
- ✓ Promoting the using of the e-business solutions among the Romanian IMMs;
- ✓ The accelerating and the facilitating of the type web applications use for raw material and component supplying, selling, new business launching in this domain.

Measures

- ✓ Settinup of trade and technological incubators;

- ✓ Setting up of innovation centers and the conversion of the applied research institutes into private centers of technological transfer.
- ✓ The creating of logistic centers and services- IT nets.
- ✓ The promoting of e- business from the perspective of the cluster development in the less developed regions.

3. THE DEVELOPMENT OF THE HIGHLY QUALIFIED CONSULTING SERVICES FOR IMM AND THEIR ORIENTING TO THE MARKET

The development of highly qualified consulting services for IMM represents the premise of the entrepreneuring connection to competitiveness and economic increase – strategic domain included in the action Plan “The European Agenda for Entrepreneuring” of the European Commission.

This objective is meant to follow the development of some consulting services, which in the greatest part of the cases are not distinct from assuring information in trade and training, considered to be essential for IMM and entrepreneurs in Romania.

An important factor from this point of view is the assuring of basic services, such as: the consulting and the training as to the management of the enterprise which should be accessible to the IMM sector, and the information should be disseminated at national level, with identical standards, supplied by a support service net.

General Objectives

- ✓ The development of the IMM sector, as part of the Developing National Plan, stipulates a strong increase of the economic dimension of this sector having in view the acceleration of the Romanian economy transformation.
- ✓ The encouraging of a larger participation and of the Romanian IMMs implying in the economic development;
- ✓ The assuring of an equilibrated economic increasing based on a strongly developed IMM sector;

Specific objectives:

- ✓ The assuring of quality services, useful both for the existing IMMs and for the newly set up enterprises.
- ✓ The promoting of the basic services for IMM by private organizations based on profit or by non-profit organizations.

Measures:

- ✓ introducing “voucher” type consulting and training scheme for IMM;
- ✓ introducing the concept of professional consulting services, of quality for IMMs, by launching a training scheme for service suppliers;
- ✓ preparing of the projects for accessing the EU national financing programmes or other funds;
- ✓ assuring consulting services for IMM in order to elaborate trade development plans and strategies, consulting in management and marketing, of the market studies in order to diversify their business in a competition environment which is continuously changing.

4. THE FACILITATING OF THE ACCESS TO FINANCING BY PROMOTING SOME FINANCIAL INSTRUMENTS ADEQUATE TO THE NEEDS OF IMM

The IMMs have difficulties in the access to financing on the basis of some favourable to them. Presently, many banks manifest reluctance to the small enterprises because of the high risk degree and of the high cost of the credits.

Consequently, the microenterprises and the small ones have not development possibilities and will not be able to enter the market with competitive products, if they do not take proper measures for improving the access to financing.

That is why, the promoting and the implementing of a package of specific financial instruments is necessary, to improve the capitalization of the IMMs.

General Objectives

- ✓ The strengthening of the institutional, legislative and political frame in order to support the introducing and the development of the financial innovative instruments at national and local level.
- ✓ The institutional capacity increasing of the human resources among the micro-crediting institutions and the intermediary microfinancing institutions.

Specific Objectives:

- ✓ Awaiting campaign launching of the IMMs and of the decision factors as to package of innovative financial instruments.
- ✓ Technical assistance scheme launching meant for the new set up IMMs and microenterprises in order to assist them for making up the crediting requests and the necessary documentation.
- ✓ The establishing of a microcrediting scheme for the new set up IMMs and microenterprises.

Measures:

- ✓ The creating of a microcrediting scheme at local level meant for the new set up microenterprises and IMMs.
- ✓ The capitalizing of the local guarantee funds.

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