

Cluj a Phoenix City?  
*Kolozsvár a “Főnix-város”? Gazdasági fejlődés  
és fejlesztési stratégiák*

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# Historical characteristics of the city

## Middle ages

- Flourishing civilization
- Exceptional accumulation of economic, artistic and cultural values
- Big and wealthy city, well built, with strong walls and towers
- Preponderantly commercial profile
- Successfully represented commercial interest in relation to public authorities (guilds)
- “treasure city”, “royal (free) city”, “network city”

## Interwar period

- Transition from manufacturing production to industrial (use of steam engine)
- Main industrial branches: repair of rolling stock, metal foundries, machinery, leather and footwear, raw ceramics, beer, furniture, milling, tobacco, dairy, bread, meat production, silk and cotton waving, knitwear, matches, porcelain articles
- Services continue to dominate the city's economy

## Communist period

- Important development of the industrial function
- Extension of the existing industrial units and creation of new ones
- Heavy equipment factory – thermal power equipment and heavy machinery
- Extensive production, low quality products, old technology
- Exports inside the Council for Mutual Economic Assistance

# Key moments after 1989

Beginning of '90

- \* Transition from centralized to market economy
- \* Important reduction in industrial production
- \* Low competitiveness of the local products
- \* 20% decrease in jobs
- \* Development of private environment
- \* Small enterprises (especially in trade)

CARITAS 1992-1994

- \* Important concentration of capital
- \* Increase in consumption
- \* Impressive development of the real estate sector
- \* The first private bank – DACIA FELIX
- \* The most important bank with inland capital – Banca Transilvania

Gh. Funar  
1994 - 2004

- \* Interethnic tensions
- \* Political and economic isolation
- \* Low foreign investments
- \* Historical minimum in jobs' number

NOKIA  
2007-2011

- \* Increase in foreign investments
- \* Increase in city's visibility on international level
- \* The biggest public industrial park – TETAROM
- \* Big foreign investors: NOKIA, EMERSON, IKEA (ECOLOR)
- \* 2 malls
- \* Real estate boom
- \* 15.000 new jobs
- \* NOKIA – low impact – low value added products and low salaries (2.000 jobs)

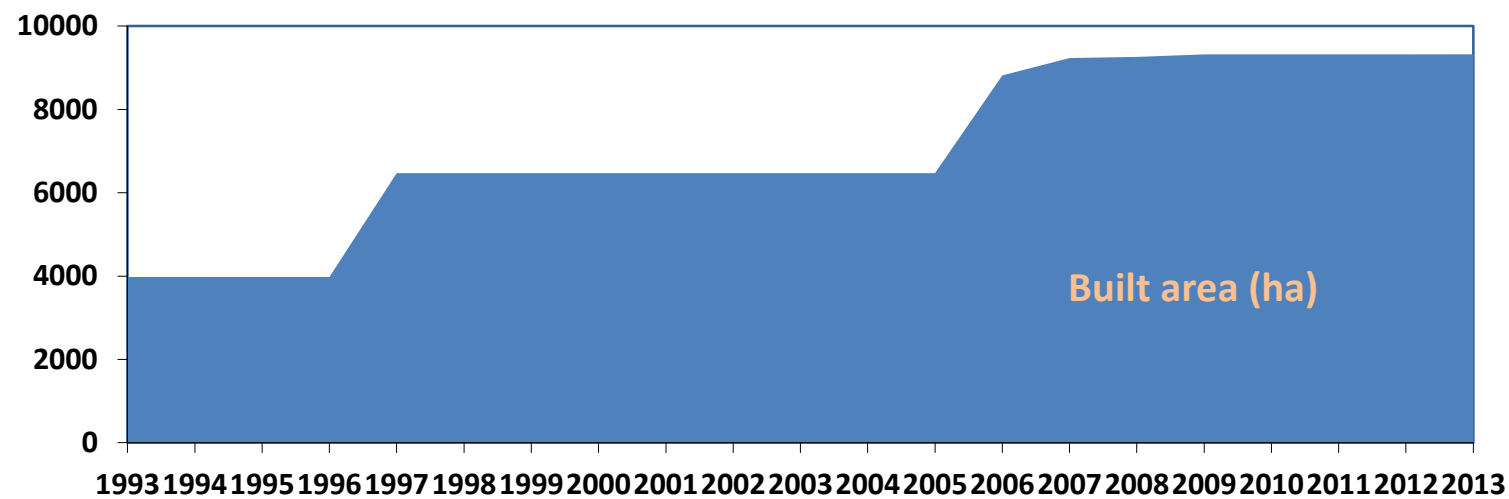
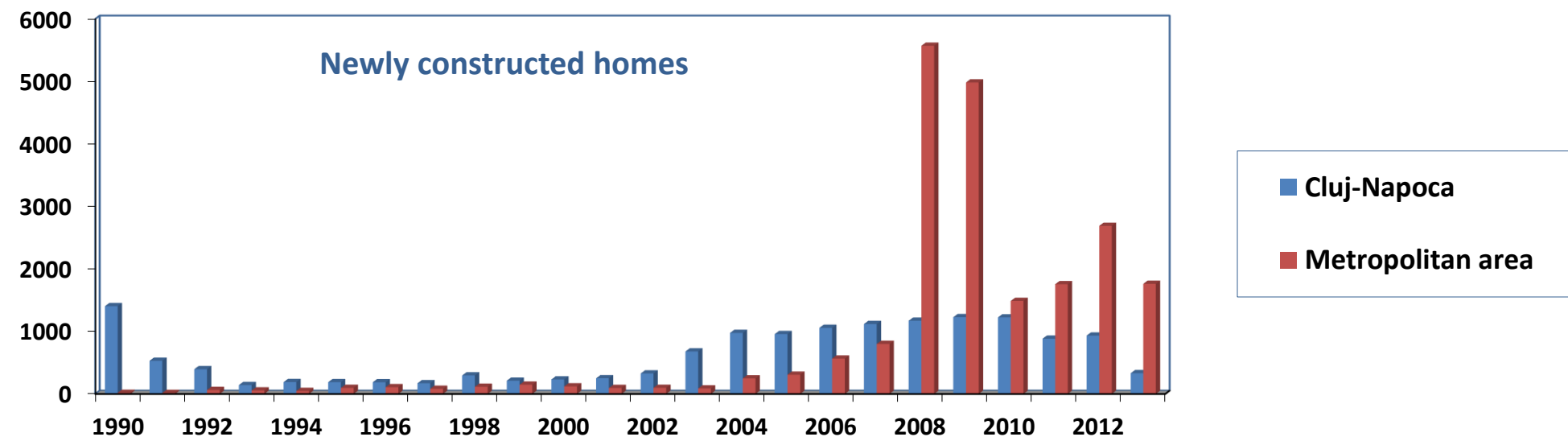
Econ. & finan.  
crisis

- \* Low impact
- \* Only 3,1% decrease in jobs (compared to 10% in other big cities)
- \* no important bankruptcy – only very speculative sectors were affected (construction, real estate, building materials trade)

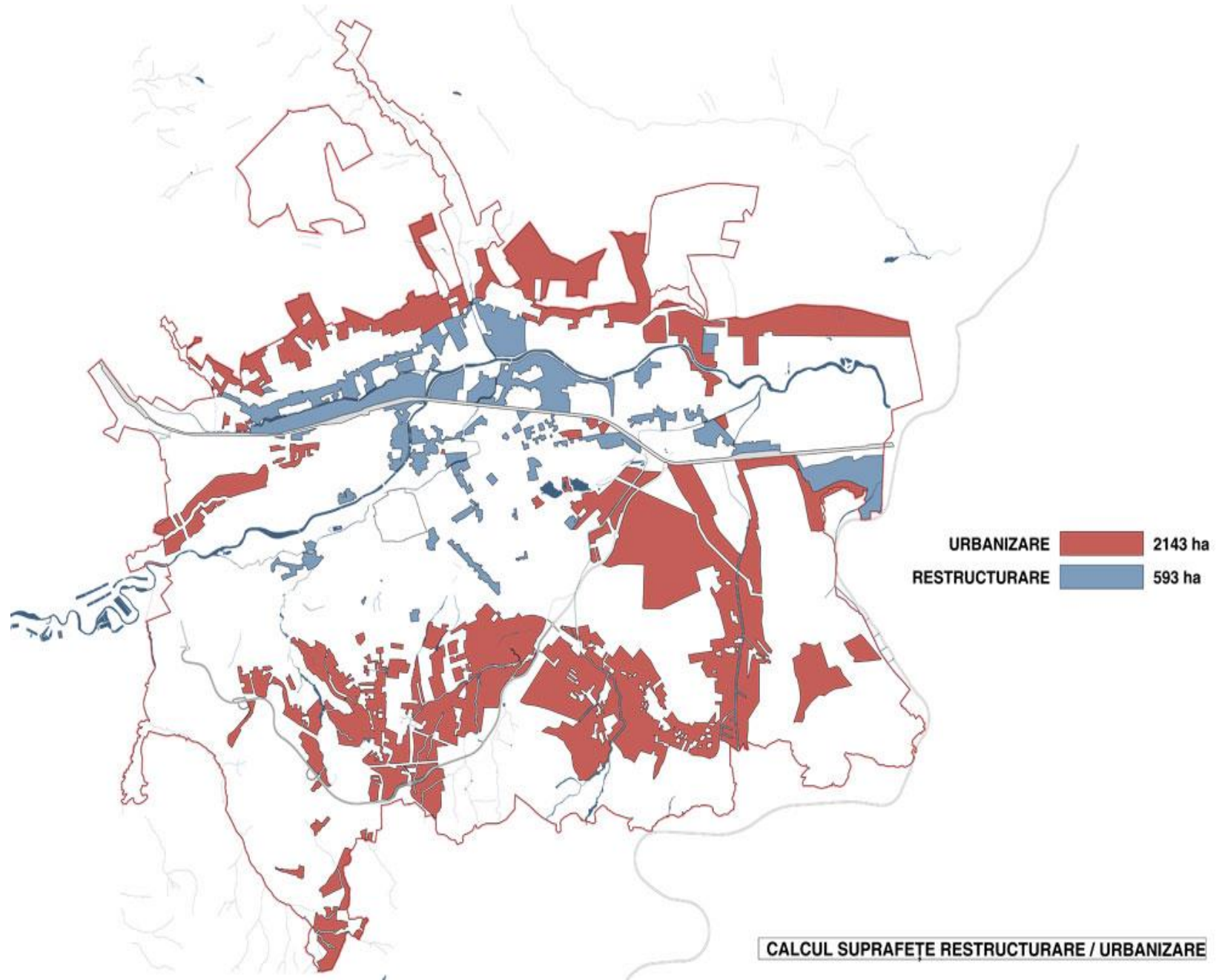
# Success factors in overcoming the financial and economic crisis

- ✓ 11 universities - 90.000 students and 10.000 jobs
- ✓ Education related services - trade, transport, rents, leisure and entertainment
- ✓ World top 30 destinations for IT and financial outsourcing – OFFICE DEPOT, GENPACT, SYKES, BOMBARDIER, GROUPAMA, ENDAVA, ISDC, EBS, HP, EMERSON, BETFAIR, SIEMENS, STEELCASE
- ✓ Very strong local business environment – 2<sup>nd</sup> place (after Bucharest) taking into consideration the number of millionaires in Euro (Forbes Romania), lobby capacity, cooperation
- ✓ Capacity to attract human and financial resources from all Transylvania, economic, academic, medical and commercial hub – relatively stable economy
- ✓ Industrial parks and important foreign investments – BOSCH, DE LONGHI, EMERSON
- ✓ Important public investments

# RESIDENTIAL AREA



# Urbanization and restructuration areas (GUP)



# Industrial areas

## Western area

- 2<sup>nd</sup> half of the XX<sup>th</sup> century
- Initially specialized in food industry and logistics
- At present it has a diversified profile: milling and bakery, dairy, meat processing, typography, plastics, furniture, footwear, building materials, transport, logistics, supermarkets and offices

## Central area

- Production units from interwar and communist period
- Some of the companies were dissolved or restructures
- At present: repairing rolling stock, abrasive products, industrial valves, footwear, clothing, stationary, metal building, DIY, offices, warehouses
- A project for technological park

## Eastern area

- Was designed as the biggest platform of the city – the biggest communist enterprises
- Initially on heavy industry
- At present: porcelain, ceramics, drugs, electric equipment for cars, sintered products, knitwear, agriculture equipment, building materials, footwear, metal building, machinery, typography, warehouses, commercial units, transport

# Commercial area

## Before 2007

commercial activities were concentrated in central area

small shops on the ground floor of the residential buildings, along the main streets and in commercial complexes (CENTRAL, SORA)

neighborhood proximity shops



## 2007

significantly changed the commercial network configuration

apparition of the 2 malls at W and E periphery

decline in the central commercial activity



## 2010

rehabilitation of the pedestrian network

increased the attractivity of the centre of the city

especially restaurants, coffee shops, clubs, terraces



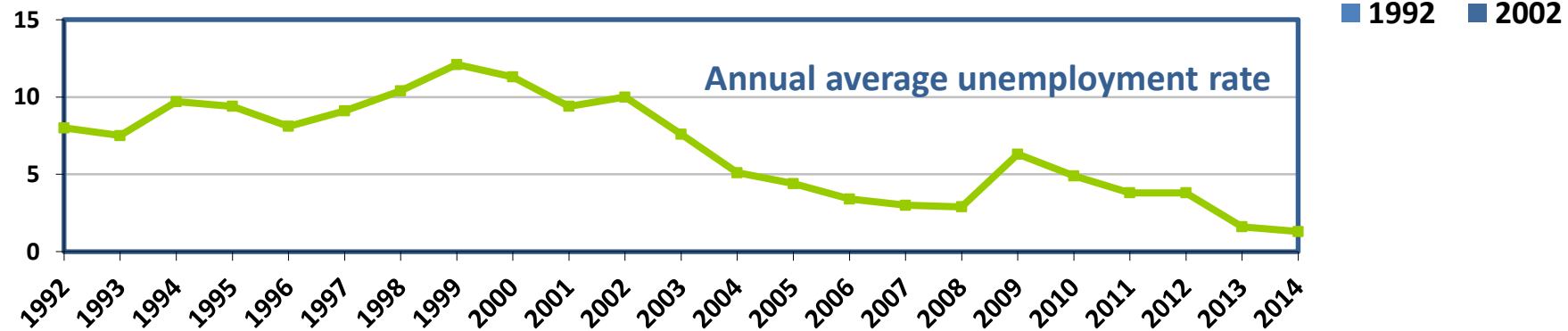
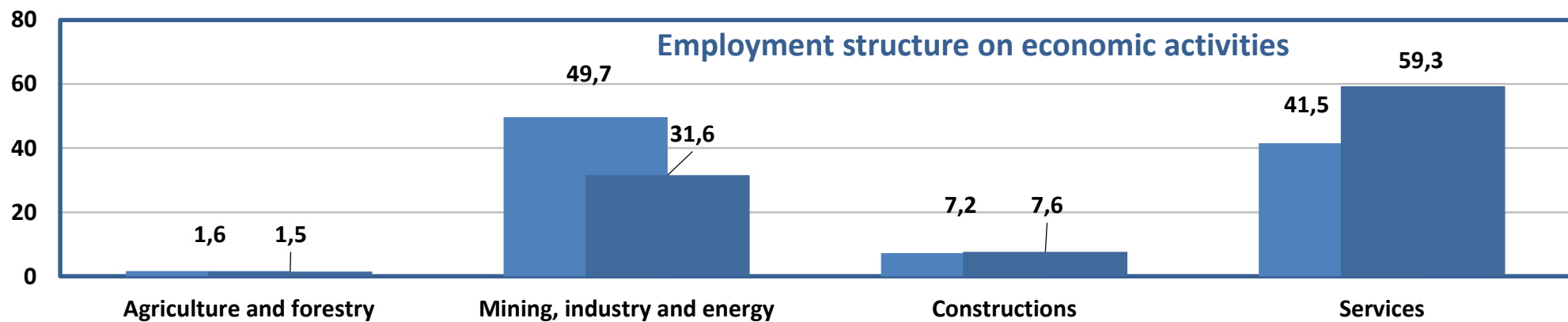
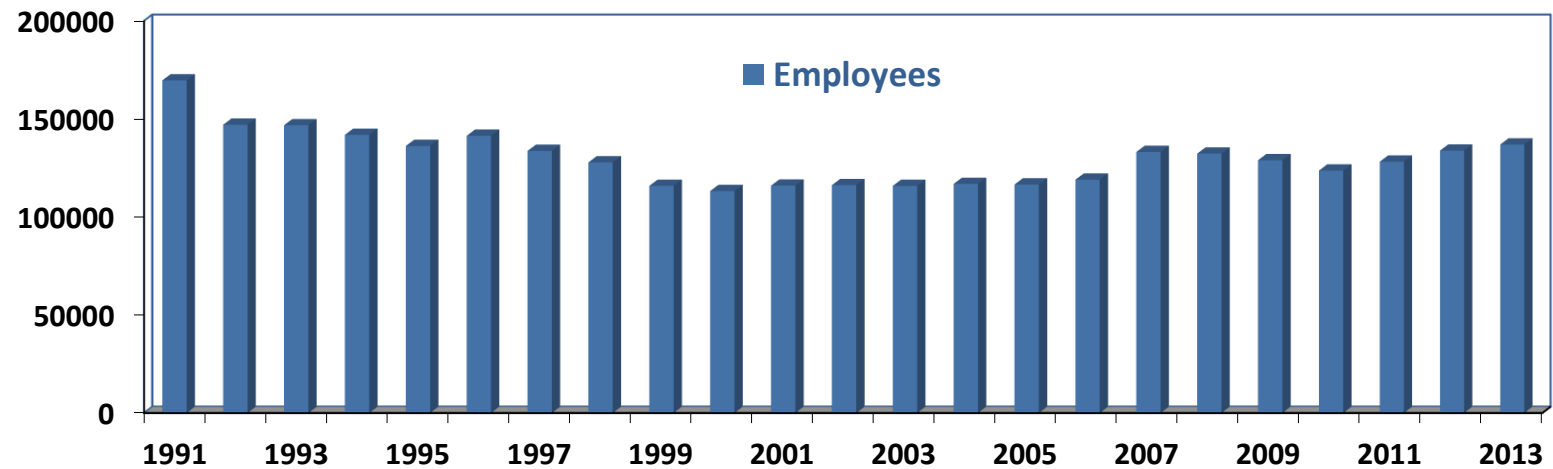
## Last years

great dynamics of the modern trade (hypermarkets, supermarkets, DIY, proximity shops)

at least 5 new units from international (LIDL, BILLA, CARREFOUR, BAUMAX, etc.) or national (DEDEMAN, UNICARM) networks every year, in different neighborhoods, including the new residential areas

decline in small family or neighborhood shops from the beginning of the '90s

# ECONOMY

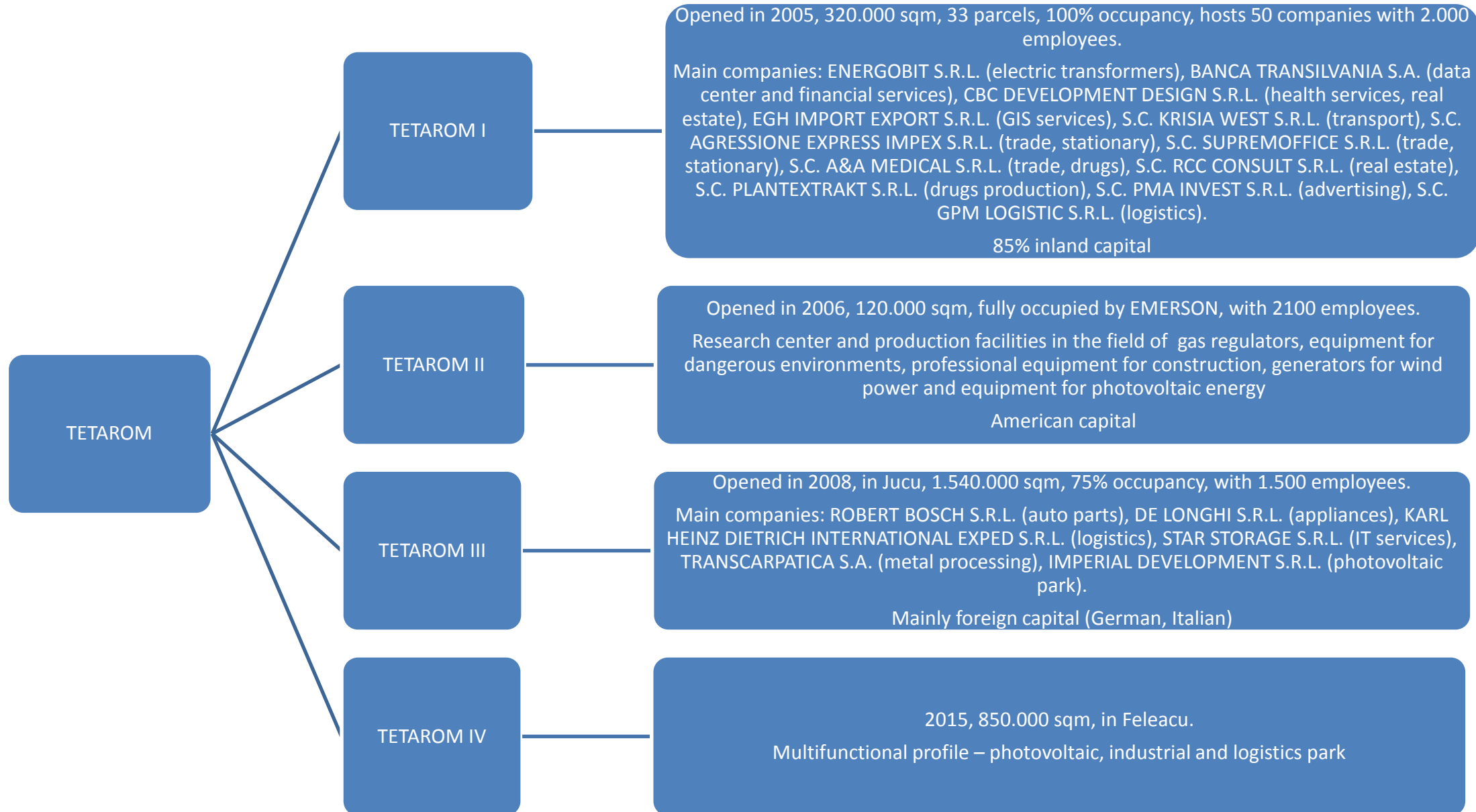


# COMPANIES

	Main employer 2014	Employees
1	FUJIKURA AUTOMOTIVE ROMANIA	5.656
2	SPITALUL CLINIC JUDEȚEAN DE URGENȚĂ	3.012
3	UNIVERSITATEA "BABEȘ-BOLYAI"	2.963
4	EMERSON	2.138
5	COMPANIA DE APĂ SOMEȘ	1.946
6	UNIVERSITATEA TEHNICĂ	1.824
7	UNIVERSITATEA DE MEDICINĂ ȘI FARMACIE "IULIU HAȚIEGANU"	1.493
8	COMPANIA DE TRANSPORT PUBLIC	1.490
9	BANCA TRANSILVANIA	1.433
10	CARRION EXPEDITION	1.193
11	ENDAVA ROMANIA	1.109
12	JOLIDON IMPEX	1.049
13	SOFTVISION	1.024
14	DGASPC CLUJ	929
15	SPITALUL CLINIC DE URGENȚĂ PENTRU COPII	893

	Top company	Turnover 2013 (mil.lei)
1	MOL ROMANIA PETROLEUM PRODUCTS	4.325
2	ELECTRICA DISTRIBUȚIE TRANSILVANIA NORD	615
3	TERAPIA RANBAXY	501
4	PHARMAFARM	455
5	EMERSON	451
6	TIRRENA SCAVI CONDOTII COSSIGIE	412
7	ENERGOBIT	400
8	FRIESLANDCAMPINA ROMANIA	361
9	PUNCTUAL COMIMPEX	324
10	EVW HOLDING	307
11	CARRION EXPEDITION	290
12	RONDOCARTON	253
13	INTER CARS ROMANIA	233
14	ELMAT	230
15	REMATINVEST	226
16	NAPOLACT	223
17	FUJIKURA AUTOMOTIVE	217
18	MOBILE DISTRIBUTION	199

# Industrial parks



# Urban regeneration through culture

## Visit Cluj-Napoca: The Heart of Transylvania

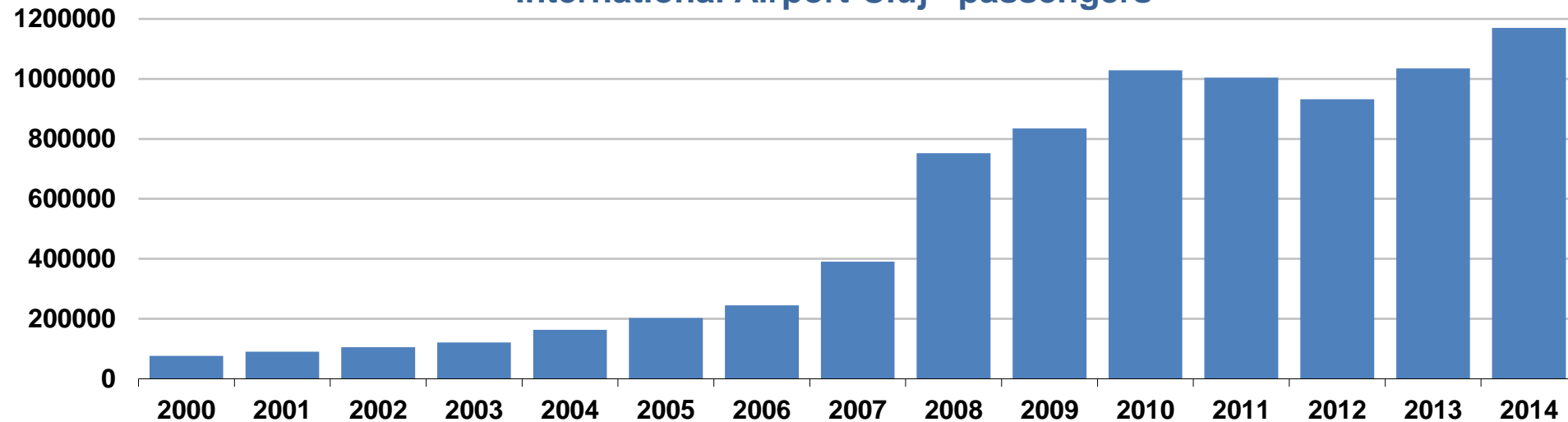


- Cluj Napoca – European Youth Capital 2015
- Cluj-Napoca – European Cultural Capital 2020
  - Transylvania International Film Festival
- Comedy International Festival - "Comedy Cluj"
- Regional Excellency Centre for Creative Industries (CREIC)
- Culture rehabilitation of the "Treasure city" – modernization of the access roads to the historical center
  - Development of Transylvania Cultural Centre
- Rehabilitation of the Municipality Casino and "Simion Bărnuțiu" Central Park
  - "Cluj Arena"
  - Polyvalent hall



# AIR TRANSPORT

International Airport Cluj - passengers



## Needs:

- ✓ Extension of the runway
- ✓ Build a cargo terminal
- ✓ Build an intermodal terminal – connection with the city centre



# Cluj 2020 – from tertiary to quaternary economy

- IT&C
  - Cultural and creative industries
    - Outsourcing
    - Medical services
- Educational and research services

# Measures for assuring successful implementation of projects

- Improving accessibility and mobility in Cluj-Napoca – Transylvania highway, Cluj International airport;
- Extension and modernization of the public transport in the metropolitan area – Transport Metropolitan Authority, fast metropolitan train – connecting the city with the new residential and industrial areas and the airport;
- Stimulating collaboration and proximity between business and academic environment – facilitating technological transfer and innovation;
- Organizing cultural events of international importance – increase the city's visibility.

# Main projects 2007-2013

Project title	Financing source	Total budget (Euro)
Restauration of historical monument ensemble Simion Bărnuțiu Central Park and Casino	POR	9536804
Modernization of the tramway - Piața Gării - Bulevardul Muncii	POR	20525138
Modernization of the tramway - Mănăstur – Piața Gării	POR	18297220
Regional excellency centre for creative industry	POR	16283167
Modernization and extension of the public transport system in the metropolitan area - stage 1	POR	9515968
Campus rehabilitation – Faculty of physical education and sports, Babeș-Bolyai University	POR	7550640
Transylvania Advanced Research Institute of Horticulture	POS CCE	13126546
Centre for advanced, fundamental and clinic-imagistic studies	POS CCE	11514286
Modernization of natural gas distribution network	POS CCE	13052118
MUSATIN- High education management through information technologies	POS DRU	4985812
MEDICALIS- Educational management and quality education in information society	POS DRU	4979889
E-Training: Integrated competencies for knowledge society	POS DRU	4936976
Economics high school teachers' improvement	POS DRU	4867293
Doctoral studies in engineering sciences for knowledge based society development – SIDOC	POS DRU	4984929
Innovative doctoral studies in a knowledge based society	POS DRU	4984146
Development and support of multidisciplinary post-doctoral studies	POS DRU	4986071
Post-doctoral programmes for sustainable development in a knowledge based society	POS DRU	4962820
Centre for entrepreneurship development in sustainable development field	POS DRU	4838584

# Main private investments



✓ BOSCH – 77 mil. Euro

✓ DE LONGHI – 50 mil. Euro

✓ EMERSON – 75 mil. Euro

✓ ENDAVA – 21 mil. Euro



## Main future projects

- Cluj IT Cluster
- Regional excellency centre for creative industries (C.R.E.I.C.)
  - T.E.A.M. CENTRE – Z.M.C.
  - Liberty Center Technology Park
- Cluj Metropolitan Scientific and Technological Park
  - Cluj Business Center
  - City Business Center
  - Regional Emergency Hospital
- Extension of TETAROM Industrial Park

**THANK YOU!**

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