



EU - Asia Gateway 2018

The 4th Transylvanian International Clusters Conference

Cluj-Napoca, Transylvania, Romania

May 16 – 18 2018

We are pleased to inform you that the event "**EU-Asia Gateway 2018 - The 4th Transylvanian International Clusters Conference**" will be held in Cluj-Napoca, Romania, between 16th - 18th of May 2018.

EU - Asia Gateway 2018 - The 4th Transylvanian International Clusters Conference is an annual event that resulted from the necessity of creating joint innovative projects, with a major impact on the community, but also on the industries that the member entities are part of. The conference will reunite more than 300 participants from Romania and abroad.

The event aims to bring together partners from EU and Asia, such as clusters, but also companies from the following fields: ITC, bioeconomy, agriculture, furniture, production, creative industries, tourism. We want to provide the appropriate framework for the creations of strategic partnerships between representative structures and regions representing the two continents.

In the aforementioned context, the Northern Transylvania Clusters Consortium, a relevant association in Romania for the projects generated and the support provided to the economic environment, aims to promote cross-continental collaboration models for addressing global challenges.

The conference presentations will make reference to the Open Innovation 2.0 concepts, where, along with actors from the knowledge triangle (companies, Universities and public administration) we are involving citizens as well. European and Asian entities (South Korea, China, Japan, a.o.) are invited to be actively involved in this conference.

Cluj is recognized internationally as a best practice model for collaboration and cluster animation thus being acknowledged with the Luminary Award in 2017 for **Creating a strong innovation landscape**, at the Luminary Awards Gala of the the European Commission's Open Innovation 2.0 Conference: <https://ec.europa.eu/digital-single-market/en/news/open-innovation-20-conference-2017>.

The conference will be preceded on the 16th of May by an Welcome reception and dinner offered by Cluj-Napoca Municipality.



For adding value to the conference we are organizing a matchmaking event on the 18th of May, where we invite Clusters and Companies all over Europe and beyond, in order to discuss future innovation cooperation projects.

The participants will have the opportunity to meet potential business partners via the matchmaking platform **B2Match**. B2Match is brought to the International Conference of Clusters from Northern Transylvania, to facilitate interactions between company representatives and the participating clusters, in order to start joint projects.

The participants have the possibility of creating a personal profile on the platform, the added value being the opportunity to find business partners for their projects or projects they wish to invest in. They will have the possibility of setting B2B (Business to Business), C2C (Cluster to Cluster, B2C (Business to Cluster) meetings, that will have a maximum duration of 20 minutes.

Those who are interested may register on the platform until 14th of May 2017, at: <https://eu--asia-gateway-2018.b2match.io/>.

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