



AS TRANSFER CITY PARTNER: TIMISOARA



CITY INFORMATION

Timișoara will be European Capital of Culture in 2023. It has over 330.000 inhabitants and has a strong automotive and ICT cluster sector.

The region is strong in embedded software and has a cluster of firms that are cutting edge in software development for the automotive sector such as Hella or Continental. The electronics and engineering industry is strong too, thanks to investments from big companies such as Flex, Bosch, ABB, AEM, ELBA or Ericsson. Timișoara's ICT sector is also strong, including well-known companies such as Google, Microsoft, IBM, Intel, Nvidia, Siemens, Nokia, Huawei, Atos, and Accenture, but also a thriving start-up scene.

The city has a continuous inflow of young talent, thanks to its two main universities - Politehnica University and West University of Timișoara.

Local Industry 4.0 ecosystems' challenges

- Public-private collaboration is often problematic
- There is an ageing population that might lead to shortage of skills
- Big salary gap between the public and private sector
- Largely theoretical and bureaucratic education system → little space for innovation and therefore teaching is not attractive
- Not many locally-grown manufacturing firms → many are technically less advanced
- Startups tend to leave the city due to lack of a larger cluster of ICT companies
- Many multinationals that don't leave space for local businesses
- Need to focus on highly qualified activity in AS and Industry 4.0, development in AI, robotics, sensors, etc.
- Lack of ecosystem mediation

Industry 4.0 policy focus & actions

- **Incuboxx** → business incubator
- Regional Centre for Skills and Supplier Development in the Automotive Sector (**CERC**). (Learning by doing, Engage in strategic relations with university)
- Training in Industry 4.0 in the **Politehnica University of Timișoara**
- **ICT Regional Cluster** organization → promotes and supports regional ICT enterprises
- The Regional Centre for Innovation and Technology Transfer Association → connects companies with research
- **Digital Innovation Hub** programme → facilitates the digital transformation of the industry at regional level.

