

## General Economics

### Romanian Framework for Creative Industries and Virtual Incubators

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**Abstract:** In order to promote creative industries in Romania, as partners of VIC, we propose an application project related to a personalized guide of South-East Region of Romania as a result of creative firms cooperation. This guide should be a demand of assistance and cooperation with the European partners and must be a signal that Romanian creative firms exist and want to growth up. On the other hand, we try to realize a new framework for virtual incubators in Romania. We have to realize this because there are only information technology incubators in Romania.

**Keywords:** virtual incubators, creative industries, national framework

**Jel Classification:** D6, D71

The term of creative industries was used for the first time in Australia. It was imported in U.K.



Nowadays the map of creative industries in Romania is:

- architecture and urban regeneration
- art and design

- performing arts
- film and video
- photography
- industrial inventics and artificial intelligence
- mass media (written on paper, audio or video)
- fashion and apparel design
- traditional crafts
- monuments and cultural tourism
- music
- advertising
- software and interactive video games
- printing and binding
- web design

The concept of creative industries has a lot of connections with: culture, history, traditions, economy, regional development, urban regeneration and policy.

The impact of creative industries in Romania means:

- To create a local and regional partnership in order to develop creative industries;
- To achieve a mapping study following a common methodology with other partners;
- Showcase success stories in creative industries in order to advocate cities as creative hubs;
- To raise awareness about the concept of creative industries and their role in regional development;
- To create a local network of creative industry: professionals, politicians, business community, public institutions and NGOs;
- To improve economic welfare, market economy and to develop private industries;
- To develop a friendship relation between people in Europe;

- To develop cultural and religious tourism;
- To understand and respect other cultures and nations.

We think that creative industries have more impact on the planet than internet had and did! On the other hand, we consider that the best motto for Romania is: creative industries = new development energies.

Romania has to succeed a lot of challenges about creative industries. Into a swot analysis, the specific matrix is:

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weak promotion;	intelligence stock;
weak information about creative industries;	great interests in creative industries;
straitened circumstances;	new approach as member of E.U.
bushy legislation	the initiative of the British Council about U.K.-South-East Europe Forum

We find a successful story in our town Galati: PAUL BUTA (ROMANIA), who started from an unknown zone from the E.U. without big investment. He had only his work, passion and imagination.

The result of his work is a traditional household with popular Romanian masks which are known in Europe, U.S.A. and Australia.



**Traditional Romanian folk dances in Galati**



**Romanian traditional folk masks in Galati**



**Romanian traditional household and popular costumes in Galati**



**Romanian traditional oven in Galati**



**Romanian traditional clay pots made in Galati**



**Christian crucifix in Galati**

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Romania as a result of creative firms cooperation. This guide should be a demand of assistance and cooperation with the European partners and must be a signal that Romanian creative firms exist and want to develop.

On the other hand, we try to realize a new framework for virtual incubators in Romania. We have to realize this because there are only information technology incubators in Romania.

One of the most important Romanian virtual incubators is NEST, crested by The Advantage Software Company. Its applications consist in: wireless, software, Internet, Intranet, telecommunications and electronic trade. The only restriction is that the applicants have not involved another business. The web page of this incubator is: <http://www.nest.ro/>

A different virtual incubator is INTERNETGENESIS which offer a whole developing business. The web page of this incubator is: <http://www.internetgenesis.ro/>.

As a result, we try to create a theoretic framework in which the incubator is a physical space or offered facilities along incubation process.

The incubation process represents public or private social, economic and entrepreneurial development. Its main objective is to discover new business ideas or start-up and seed companies;

The incubation medium is the general economic framework of the companies' development.

The evolution of the business incubators can be divided into five generations:

- *first generation*: the same space and facilities;
- *second generation*: consulting, development of entrepreneurial abilities, networks creation;
- *third generation*: sector and sectorial incubators;
- *forth generation*: spin-off business with high add value, innovation facilities and technological transfer to the economy, regional, national and transnational networks;
- *fifth generation*: development and future integration of the incubators into innovative national policies

The development strategy of incubators in Romania faces with:

- high professional management of the incubator: development and promotion of the quality standards;
- understanding incubation like long time process which need money and human resources in order to create support networks;
- identification of weak points, financing of start-up companies, using resources from the academic medium, creating transnational networks;
- development of the instruments and support programs, adaptation to the national innovation policies;
- integration of the incubators and incubation process in the national and European culture;
- internationalization of the activities of the incubators and creation of the networks;
- a better promotion of the virtual incubators;

A Virtual Incubator Programme has some important objectives such as:

1. development of success business which goes out the incubator in a high financial stability at the end of the program;
2. a high number of jobs;
3. revitalization of the local communities;
4. development of new technologies trade;
5. development of inter-companies high add value connections;
6. a better local, regional and national economic environment.

We think that the development of virtual incubator programme is based on:

- management, marketing and development of specific habilitations in order to deserve clients' demands;
- common services, instruction, equipments and tehnologic support;
- clients selection and acceleration of the process of independent business in order to go out the incubator;
- technical assistance in order to obtain complementary financing for business development;

- a higher add value by using dedicated spaces at low prices.

The main elements of virtual incubator are:

- promotion of entrepreneurial culture and support of business forecasts;
- creation of new innovative business;
- consulting, training and help for business development;
- networks which ensure the access to the specialized consulting, to technological trade and money;
- physical facilities (buildings, offices and laboratories at low prices).

These are the main elements of our work in order to support the development of virtual incubators in Romania. We must say again that Romania has not big experience in virtual incubators for creative industries. So, we hope we can translate your experience into our national framework.