STANDARD SUMMARY PROJECT FICHE

1. Basic information

Desiree number: RO0102.01

Title: Construction of a Regional Business Centre for Promoting Economic Activities - Timisoara

Sector: Integrated regional measures (RE)

Location: Timisoara, Timis county, Romania. Timis County is also part of the Danube-Cris-Mures-Tisza Euro region.

2. Objectives

2.1. Overall objective

• Strengthen the cross-border co-operation between Romania and Hungary, in particular by promoting economic activities between the two border regions

2.2. Purpose of the project

Through the creation of a Regional Business Centre for promoting the Economic and Training Activities and the establishment of a programme to promote the utilisation of the Regional Business Centre for cross-border activities, this project will:

• Promote the cross-border relations with Hungary through an increased number of partnerships;
• Establish an adequate framework for intercultural exchanges between the two countries;
• Increase the exchange of information in the social-economic field among the institutions from the cross-border region;
• Increase the commercial exchanges in the cross-border region

2.3. Accession partnership and NPAA priority

AP (medium-term priority):
• Prepare for the implementation of regional development programmes as well as Community initiatives

NPAA (short-term priority):
• Development of infrastructures supporting business development, in order to strengthen competitiveness of SMEs through better access to technologies, services, markets and information.

NPAA (medium-term priority):
• The policies in this area aimed at stopping the decline of the economy, creating the prerequisites for economic recovery and preparing Romania for EU accession.
The following objectives are set for promoting a favourable business environment: achieving flexibility of the central administration and of the staff involved in Romania’s official international relations so as to stimulate international trade and to harmonise the domestic and global business environments.

2.4. Cross border impact
This centre will be open for both the Romanian and the Hungarian inhabitants and companies, and will increase the regional economic and social stability and improve the relationships between the two border regions. This will ensure a harmonised development and a well-balanced economic and social environment.

The project will also contribute to promote exchanges in the economic, social and cultural fields, the increase the informational exchanges among the participating countries and it will provide a model of efficient cross-border co-operation, that might generate similar experiences in other regions.

The specific cross-border impacts that will be achieved are the following:
• elaboration of a reciprocal promotion system at economic, social and cultural levels between Romania and Hungary;
• increase information and economic exchanges in areas of interest for both countries;
• encourage partnerships and cross-border business opportunities;
• foster synergies with the Mako Centre in Hungary;
• create an example of efficient functioning co-operation centre that would generate similar experiences in other regions and Euro Regions.

In parallel with this project, a Regional Centre will also be built in Mako (Hungary, around 80 km away from Timisoara), under Phare CBC financing (Hungarian allocation). Compared to the Mako Centre, the Timisoara Centre will mostly focus on the economic and business environment. They will also have common features, like training and hosting seminar. The synergies between the two centres will be sought, wherever it is possible.

The project responds to the major co-operation objective in the border regions of the pre-accessing countries, as described in the Regional Development Strategy West Border Region, namely the improvement of mutual relations on both sides of the border having the guaranty of their balanced and diversified development.

3. Description

3.1. Background and justification

Background

After an analysis of the social-economical environment of the border region, the following weaknesses have been identified:
• rather low level of promotion regarding the bilateral investments
• low level of common economic events in spite of the region's potential and the existence of a common strategy of development
• the region does not have a suitable multi-functional centre that can ensure the organisation of major local and cross-border events
• unbalanced economic development inside the border regions

Based on the above-mentioned findings and on the previous co-operation between Romania and Hungary, a potential for the development of the economic and social environment in the cross-border area has been identified. For speeding up such activities, the necessity of creating a multi-functional building that could host activities for economic development has risen.

**Justification**

The project aims at strengthening the social stability and co-operation in the cross-border region by promoting the economic activities. It will provide the logistical arrangements necessary to facilitate the development and internationalisation of the businesses in the area.

These objectives correspond to the strategic principles of the regional development as described in the Regional Development Strategy West Border Region.

Moreover, this project is fully in line with the priorities that are indicated in the Joint Programming Document (JPD). The JPD constitutes the general framework for the co-operation between the two countries and was agreed between the Romanian and Hungarian authorities in early 2000. Priority n°2 is ‘Economic development’ and priority n°3 is ‘Institutional development, institutional co-operation’.

The present project is a direct result of the co-operation in the cross-border region and an expression of the interest in future collaboration of the partner countries.

**3.2. Linked activities**

The objective of the present project is directly linked to the objectives of the Regional Development Strategy of the Danube-Cris-Mures-Tisa (DCMT) Euro Region. This strategy has been drafted and supported through the co-operation of the local authorities and Chambers of Commerce from the DCMT Euro Region. The elaboration of this strategy was sustained by the Phare CREDO Program in 1997, through projects elaborated in mirror by two partners: Timisoara Chamber of Commerce, Industry and Agriculture from Romania and Csongrad Chamber of Commerce and Industry from Hungary. Therefore, the present project represents a continuity of the regional development policy, proving that the objectives set up are achievable and the partners are ready to follow the strategic lines of the cross-border development.

**3.3. Results**

• Creation of a Regional Business Centre for promoting the Economic and Training Activities as a multifunctional building;
• Establishment of a programme to promote the utilisation of the Regional Business Centre for cross-border activities
3.4. Activities

A Regional Business Centre for promoting the Economic and Training Activities as a multifunctional building will be designed, built and commissioned. It will have a surface of 5100 sqm from which 4000 will include:

- Rooms for meetings, business partnerships, seminars and training activities, equipped with multi-media presentation tools;
- Areas for permanent exhibitions in accordance with UFI standards (Union des Foires Internationales);
- Conference rooms equipped with simultaneous translation systems and multi-media presentation tools;
- Administrative premises for a centre of promoting exports, member of centres in European co-operation networks;
- Offices for the administrative activity of the centre.

The design and building of the Centre will be accomplished in accordance with the European standards.

Before the completion of the construction works, a programme to promote the utilisation of the Regional Business Centre in particular for cross-border activities will be established.

The following activities will be undertaken:

1. **Preparatory activities, elaboration of the project, tender**

Under this activity, the technical specifications for the building will be prepared, together with the tender documentation. An open tender will be launched according to Phare rules.

**National co-financing: 210,000 EUR**

2. **Building site organisation and approvals**

Before the beginning of building construction, some activities must be undertaken to prepare the site such as:

- building site organisation - delimitation of the site by a special fence, building of cloakrooms and toilets for workers and the offices for site manager and bookkeeper
- submission for special approvals from several bodies such as gas, water, telephone line, electricity, transport authorities

**National co-financing: 20,000 EUR**

3. **Construction of the building**

Under this activity, the awarded company will undertake the actual construction works.

**Phare contribution: 2,250,000 EUR**
4. Inside arrangement of the building, opening and inauguration

This will be achieved by subcontractor and project team for the arrangements, guests and mass-media for the inauguration
National co-financing: 540,000 EUR

5. Promotion programme

Under this activity, a programme to promote the utilisation of the Regional Business Centre in particular for cross-border activities will be established by a consultancy team. This programme will assess all the opportunities available to use this centre in order to ensure a high utilisation rate of this new building. Limited advertising campaigns may also be financed to promote cross-border activities. Possibility of synergies with the Mako Centre will be identified. This activity will be implemented during the construction phase.
Phare contribution: 50,000 EUR

4. Institutional framework

Timisoara Chamber of Commerce, Industry and Agriculture (TCCIA), as representative of the economic development in the region will host the Regional Business Centre for Promoting Business Activities. TCCIA has been established in May 1990 as non-governmental and non-profit organisation, meant to sustain the economic development of the region. TCCIA has a main role in the business environment of the region and in the cross-border co-operation by its activities that consist mainly of providing business information, advice, training, promotion and organisation of fairs and exhibitions. The Ministry of Industry and Resources sustains and recommends the creation of the Regional Business Centre in Timisoara.

The interest of the local authorities in the cross-border co-operation has been demonstrated by the creation of the Danube-Cris-Mures-Tisza Euro Region. Recognising the impact of the TCCIA upon the business environment in the region, the local authorities (City Hall, Prefecture, Timis county Council) sustain the creation of the Regional Business Centre for Promoting Economic Activities. As proof of this support, Timisoara City Hall has leased to TCCIA a plot of land of 5,600 sqm in a well-developed area, from economic point of view.

The employer in the case of this project is TCCIA, which will deal with the management and operational aspects of the project. The engineer who will deal with the technical aspects of the implementation of the project will be designated through tenders in the framework of the project. TCCIA will also be the owner of the asset, and will pay the operating costs, which amount to 396 000 EUR a year (indicative).
5. Detailed budget, in MEUR

<table>
<thead>
<tr>
<th>Components</th>
<th>Phare support</th>
<th>Total Phare (I+IB)</th>
<th>National Co-financing (*)</th>
<th>IFI</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Investment support</td>
<td>Institution building</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Preparatory activities, elaboration of the project, tender</td>
<td></td>
<td></td>
<td>0.21</td>
<td></td>
<td>0.21</td>
</tr>
<tr>
<td>2. Building site organisation and approvals</td>
<td></td>
<td></td>
<td>0.02</td>
<td></td>
<td>0.02</td>
</tr>
<tr>
<td>3. Construction of the building</td>
<td>2.25</td>
<td>2.25</td>
<td></td>
<td></td>
<td>2.25</td>
</tr>
<tr>
<td>4. Inside arrangement of the building, opening</td>
<td></td>
<td></td>
<td>0.54</td>
<td></td>
<td>0.54</td>
</tr>
<tr>
<td>5. Promotion programme</td>
<td>0.05</td>
<td>0.05</td>
<td>0</td>
<td></td>
<td>0.05</td>
</tr>
<tr>
<td>Total</td>
<td>2.25</td>
<td>0.05</td>
<td>2.30</td>
<td>0.77</td>
<td>3.07</td>
</tr>
</tbody>
</table>

(*) The national co-financing will be provided by TCCIA and will be 770.000 EUR

6. Implementation arrangements

6.1. Implementing agency

The Implementing Agency will be the Ministry of Development and Prognosis, through its Cross Border Co-operation Directorate, which will retain overall responsibility for the implementation of the programme, including: approval of tender documents, evaluation criteria, evaluation of offers, signature of contracts, authorisation of invoices. The payments of invoices will be made by the Payments Directorate within the same ministry.

The CBC Directorate also includes a unit for the National Co-ordination of CBC programmes nominated as CBC Programme Co-ordination Unit (CBC - PCU). This unit will liaise with the beneficiary institutions and with the line Ministries to prepare Terms of Reference, tender documents, evaluation criteria, evaluation of offers, negotiation of contracts, invoices for payment etc.

The local authorities responsible for the technical implementation of the project are:

a) Timisoara Chamber of Commerce, Industry and Agriculture
   Piata Victoriei no.3
   1900 Timisoara, Romania
   Tel: 0040-56-190772, 190772; fax: 0040-56-190311
   E-mail: cciat@cciati.ro

b) Regional Development Agency - West Region no.V
   Str. Proclamatia de la Timisoara no.5
6.2. Non-standard aspects
The “Practical Guide to Phare, Ispa and Sapard contract procedures” will be strictly followed.

6.3. Contracts
The expected number of Phare contracts is 2 (works contract of 2.25 MEUR – Construction of the building and a service contract of 0.05 MEUR for TA – Promotion Programme)

7. Implementation schedule
TCCIA intend to start the preparatory activities in the near future, after the confirmation of a possible approval of the financial support. In this light will be started the building site organisation and approvals gathering. These activities will be financed by TCCIA.

<table>
<thead>
<tr>
<th>Start of tendering for building construction</th>
<th>Start of project activity</th>
<th>Project completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2001</td>
<td>Beginning of March 2002</td>
<td>November 2004 is the foreseen date for the inauguration of the Centre.</td>
</tr>
</tbody>
</table>

8. Equal opportunity
Equal opportunity for men and women to participate in all the components of the project will be ensured.

9. Environment
The preparatory activities of the project include the elaboration of geological and environmental studies that will accomplish the environmental screening for this project.

10. Rates of return

*Internal rate of return* - represents the capacity of the investment to generate profit on the whole period of its functioning. Based on the calculations, the IRR for this project is 26.81.

*Economic rate of return* - (the exploitation profit / exploitation assets) x 100 = 24,64%
Feasibility studies - A preliminary feasibility study has been completed, along with a business plan for the investment, but this feasibility study have took into consideration another surface; for this reason the feasibility study is currently being reviewed.

The feasibility study has been drafted by specialists of the Timisoara Chamber of Commerce, Industry and Agriculture in October 2000

11. Investment criteria

11.1. Catalytic effect

The present project prepares at a local level the economic environment for the European Single market. Without Phare assistance, the project would have never taken place due to a lack of funds.

11.2. Co-financing

Through the Phare financing of the project, local financial resources will be available, due to the fact that local authorities sustain the creation of the Regional Business Centre. Therefore, in the present project, the co-financing amounts to 25% of the total budget for the investment part of the project. The co-financing will be provided by TCCIA.

11.3. Additionality

The Phare financing comes as a complement to the financial resources that exist in the region, taking into consideration the effort necessary to accomplish an objective as the creation of the Regional Business Centre. Once the Centre will be functioning, it will generate profit, as illustrated by the economic rate of return of 24, 64%. The local funding derives basically from the efforts of the entrepreneurs in the region, represented by the Timisoara Chamber of Commerce, Industry and Agriculture.

11.4. Project readiness and size

The preliminary studies are completed and the implementation of the project can start according to the implementation chart. Land and building permits have been obtained. The project complies with the 2 MEUR minimum Phare allocation requirement.

11.5. Sustainability

The project is sustainable on the long term, beyond the accession date, because it represents the need of entrepreneurs in the region to meet and exchange information and experience, and therefore the necessity in the region for this Centre will never disappear. The activities that will be hosted by the Centre will be in accordance with the EU norms, standards and will lead to the achieving the EU sector policy acquis. Maintenance and operating costs will be supported by the activities of the Centre and by TCCIA.
11.6. Compliance with state aid provisions

The project respects the state aids provisions.

12. **Conditionality and sequencing**

- Timisoara Chamber of Commerce, Industry and Agriculture will pay the operating costs for the management of the Timisoara Business Centre.
- Timisoara Chamber of Commerce, Industry and Agriculture undertakes to finance any additional costs which may arise in order to ensure timely completion of the construction of the Business Centre

**ANNEXES TO PROJECT FICHE**

1. Logical framework matrix
2. Detailed implementation chart
3. Contracting and disbursement schedule by quarter
4. Reference to feasibility /pre-feasibility studies.
## ANNEX 1 – LOGFRAME MATRIX FOR PROJECT

### Construction of a Regional Business Centre for Promoting Economic Activities – Timisoara

<table>
<thead>
<tr>
<th>Contracting period expires:</th>
<th>30/11/2003</th>
<th>Disbursement period expires:</th>
<th>30/11/2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total budget:</td>
<td>€ 3,070,000</td>
<td>PHARE budget:</td>
<td>€ 2,300,000</td>
</tr>
</tbody>
</table>

### Overall objective

- Strengthen the cross-border co-operation between Romania and Hungary, in particular by promoting economic activities between the two countries

<table>
<thead>
<tr>
<th>Indicators of Achievement</th>
<th>Sources of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of business between local companies and Hungarian companies</td>
<td>Statistics on trade</td>
</tr>
</tbody>
</table>

### Project purpose

- Promote the cross-border relations with Hungary through an increased number of partnership;
- Establish an adequate framework for intercultural exchanges between the two countries;
- Increase the exchange of information in the social-economic field among the institutions from the cross-border region;
- Increase the commercial exchanges in the cross-border region

<table>
<thead>
<tr>
<th>Indicators of Achievement</th>
<th>Sources of Information</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of intercultural projects developed</td>
<td>The project leader, once a year</td>
<td>The creation of an information network at regional level;</td>
</tr>
<tr>
<td>Number of information exchanges - traffic monitoring (+100%)</td>
<td>The project leader, monthly</td>
<td>Permitting legislation;</td>
</tr>
<tr>
<td>Number of commercial exchanges (+10%)</td>
<td>The project leader, quarterly</td>
<td>A continuous increase</td>
</tr>
<tr>
<td>Number of events organised (+10%)</td>
<td>The project leader, once a year</td>
<td></td>
</tr>
</tbody>
</table>

### Results

- Creation of a Regional Business Centre for promoting the Economic and Training Activities as a multifunctional building
- Establishment of a programme to promote the utilisation of the Regional Business Centre for cross-border activities

<table>
<thead>
<tr>
<th>Indicators of Achievement</th>
<th>Sources of information</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual construction of the building</td>
<td>Implementation unit through reports, at the end of the project</td>
<td>Delays in activities and changes in the financial costs of the investment</td>
</tr>
<tr>
<td>Disbursement rate</td>
<td>EU Delegation</td>
<td></td>
</tr>
<tr>
<td>Contracting rate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Activities

- Preparatory activities, elaboration of the project, tender -6 months
- Building site organisation and approvals - 2 months
- Construction of the building - 18 months
- Inside arrangement of the building, opening and inauguration - 4 months
- Promotion programme

<table>
<thead>
<tr>
<th>Means</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local co-financing</td>
<td>Design and building accomplished in accordance with European standards</td>
</tr>
<tr>
<td>Local co-financing</td>
<td>Establishment of a programme to promote the utilisation of the regional Business Centre before the completion of works</td>
</tr>
<tr>
<td>Phare financing</td>
<td></td>
</tr>
<tr>
<td>Local co-financing</td>
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</tr>
<tr>
<td>Phare financing</td>
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</table>
## ANNEX 2 – DETAILED IMPLEMENTATION CHART

Construction of a Regional Business Centre for Promoting Economic Activities – Timisoara

<table>
<thead>
<tr>
<th>Components</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>elaboration of the project,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>tender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and approvals</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Construction of the building</td>
<td>C C C</td>
<td>C C C</td>
<td>C I I</td>
<td>I I I</td>
</tr>
<tr>
<td>4. Inside arrangement of the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>building, opening</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Promotion programme</td>
<td>D C C</td>
<td>I I I</td>
<td>I I I</td>
<td>I I I</td>
</tr>
</tbody>
</table>

D = Design/ preparation          C = Contracting          I = Implementation/works          R = Review/evaluation
### ANNEX 3 – CONTRACTING AND DISBURSEMENT SCHEDULE BY QUARTER

**Construction of a Regional Business Centre for Promoting Economic Activities - Timisoara**

#### Cumulative contracting schedule by quarter in MEUR (planned)

<table>
<thead>
<tr>
<th>Components</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>Total Phare Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>III</td>
<td>IV</td>
<td>V</td>
<td>VI</td>
<td>VII</td>
</tr>
<tr>
<td>3. Construction of the building</td>
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<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
</tr>
<tr>
<td>5. Promotion programme</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total contracting:</strong></td>
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<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
<td>2.25</td>
</tr>
</tbody>
</table>

#### Cumulative disbursement schedule by quarter in MEUR (planned)

<table>
<thead>
<tr>
<th>Components</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>Total Phare Allocation</th>
</tr>
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<td></td>
<td>III</td>
<td>IV</td>
<td>V</td>
<td>VI</td>
<td>VII</td>
</tr>
<tr>
<td>3. Construction of the building</td>
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<td>0.70</td>
<td>1.00</td>
<td>1.30</td>
<td>1.60</td>
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<tr>
<td>5. Promotion programme</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total disbursement:</strong></td>
<td>0.40</td>
<td>0.70</td>
<td>1.00</td>
<td>1.30</td>
<td>1.60</td>
</tr>
</tbody>
</table>
ANNEX 4 – REFERENCE TO FEASIBILITY /PRE-FEASIBILITY STUDIES

Construction of a Regional Business Centre
for Promoting Economic Activities - Timisoara

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   3.3. The analysis of the negotiation power of the clients and providers

4. The general objectives of the Regional Business Centre for Promoting Economic Activities Timisoara

5. The marketing strategy
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   5.2. The fairs and exhibitions consumer’s behaviour
   5.3. The evaluation of the competition
   5.4. Provided services
   5.5. The price strategy
   5.6. The promotion strategy

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   6.2. The purpose of the project
   6.3. Cross-border impact
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8. Financial plan
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   8.2. Forecasted income-expenses situation
   8.3. Cash flow
   8.4. Forecasted financial indicators
   8.5. Internal rate of investment of the project
Executive summary

The Regional Business Centre for Promoting Economic Activities Timisoara has as main field of activity the organisation of fairs, exhibitions, conferences and promoting activities.

The owner of the Centre is Timisoara Chamber of Commerce, Industry and Agriculture, non-profit organisation created for stimulating the development of the economic environment in Timis county.

Speaking about the fair and exhibition activities, the social involvement in these activities is well known to the Romanian society. The organisation of fairs and exhibitions has been a well-known practice and accepted by the society as a tool for promotion and communication, and sometimes as a tool for selling.

The social factors that influence the activity of the Centre are:
- population with high level of education
- high exposure to the communication means
- clear tendency towards a polarisation of population function of the incomes
- Timis county is ranked as third depending on the number of private companies set up after 1990

As regard to the technological factors, the Romanian companies’ presence at domestic and international fairs and exhibitions has had a double target: first of all benchmarking and second the acquisition of new technologies and equipment. A great part of the changes in the client’s behaviour towards organising fairs and exhibitions is due to the development of the communication over the Internet and to the growing rate of the electronic commerce in the world economy. It is foreseen that, in a near future, the interest towards exhibitions and virtual show rooms will increase, especially for the products and services that are not subject to testing.

The economic factors that influence the Romanian environment at the present are mainly the following:
- the existence of a mixed economy with incipient capitalist elements
- an increase of the raw materials’ cost
- the lack of coherent strategies regarding the economic domains and fields that would be developed
- a continuous depreciation of the national currency
- the funds necessary for business development are expensive, insufficient and inefficient.

The political factors that can be mentioned as having a great importance in elaborating the management decisions are the following:
- the growing number of regulations in the field of business
- burdening tax policies that are not in accordance with the private sector development policies
- an increase of the number and power of the public interest groups: consumers’ protection, equal rights, disadvantaged groups’ rights

It is estimated that, no matter of the growing rate of the other communication methods between suppliers of goods and services and the potential clients, the events such as fairs, exhibitions, conferences, conventions and seminars will maintain their importance in the world economy.

The objectives of creating the Regional Business Centre for Promoting Economic Activities in Timisoara are:
- reaching 3% market share in the first year of functioning
- creating a leader image on the specific market
- reaching a turnover of 1,000,000 EUR in the first year of functioning

The Regional Business Centre for Promoting Economic Activities has the following market structure:

*The potential market 100% - 65,619 companies.*
The available market 30% - 19,697 companies
The qualified available market 20% - 13,124 companies
The catered market 10% - 6,562 companies.
The penetrated market 5% - 1,280 companies.

The companies that form the target group have a **behaviour** that follows the stages of buying decision, but due to the disturbances existing on the each company’s specific market, only 10% of the identified segments are scheduling their participation in exhibitions on longer term (semester and/or year); this fact leads to a great marketing effort on behalf of the event’s organisers.

Also, it is considered that from the total number of participants in the events organised during 1992-2000, a share of 6% use in a regular way this kind of services, obtaining the loyalty factor.

In the Economic Development Region no.5 exist at the present a number of 14 institutions of high education and a number of approximately 36 organisations and professional associations that organise specific events.

**The services** provided by the Regional Business Centre are the following:
- Organising fairs and exhibitions on general and specific themes.
- Organising of business meetings, conferences, round tables.
- Renting rooms for permanent selling exhibitions, ensuring all the necessary facilities for this kind of activity.

The essence of the Centre’s services can be put in one word: “knowledge”, because, by participating in the events organised by the Centre, the clients can meet potential collaborators, providers and/or clients for their own services or they can analyse the competition through a benchmarking activity.

In setting the **prices** the Centre has followed a strategy of costs covering and of aligning to the market prices.

**The general data** of the Centre that are taken into consideration for constructing are:
- the area of the commissioned plot
- underground built area
- ground floor area
- floor built area
- the unfolded built area
- the volume of the building

**The success keys** of the Centre are:
- marketing activities
- the quality of the services
- efficient management
- prompt services
- cost control

Based on the dates presented in the financial analysis of the project, the project’s efficiency is between 24.64 – 42.57%.

The return of investment for the Regional Business Centre is three years and the financial internal rate of investment is 24%.