

Stuttgart
April 18, 2011

ALBA IULIA BUSINESS FORUM SMART AND SUSTAINABLE CITIES AND REGIONS

16th – 18th May 2011

Alba Iulia, Romania

Dear Madam, Dear Sir,

It is a distinct pleasure to invite you to the *Alba Iulia Business Forum - Smart and Sustainable Cities and Regions*, to be held in the city of Alba Iulia - Romania between **16th – 18th of May 2011**, organized by the Ministry of Foreign Affairs of Romania in partnership with the City of Alba Iulia, the Alba District Council, the Council of Danube Cities and Regions, World Trade Institute Bucharest and the Steinbeis Foundation.

The Forum is part of a series of events dedicated to the implementation of the Action Plan of the European Union Strategy for the Danube Region.

The purpose of the event is to create a platform for discussions among stakeholders, in view of identifying **Flagship Projects** and **Strategic Partnerships** at European level, with a special attention for rural and urban areas, in order to proceed to the implementation of the Strategy by mobilizing and aligning existing funding to its objectives, where appropriate and in line with overall frameworks, namely **€100 billion** from Structural Funds 2007-13, as well as IPA and ENPI funds, and through international financing institutions such as the EIB **€30 billion** 2007-09 and **national, regional and local resources**.

We envisage focusing the debates on the following priority areas: *Tourism and Cultural Heritage, Health, Research, Innovation and Renewable Energy, Education, Agriculture and Food Processing*.

The focus will be laid on improving the links with industry in the triple helix when building regional clusters and on how to spot relevant support sources to ensure a sustainable concept. It shall be stressed out the importance of establishing clusters to enhance regional research capacity building and regional economic development with significant research and innovation impact at local level.

The Conference will take place at the Medieval Hotel in Alba Iulia. It will start at 15.00 hours on 16th of May with the official opening, followed by a reception and a cultural event. Other events will be organized alongside the Conference, such as exhibitions and presentations.

Please find attached here to the Conference draft programme.

For more detailed information you can contact Mr. Jürgen Raizner, Steinbeis Danube Center; raizner@danube-center.com; 0711-1839-816).

We are looking forward to welcoming you in Alba Iulia.

Sincerely yours,

Viorel Ardeleanu

National Coordinator
for EU Strategy for the Danube Region
Ministry of Foreign Affairs of Romania

Eric Bartha

Secretary General
Council of Danube Cities and Regions
Bucharest, Romania

Jürgen Raizner

Director
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