

Centru Region

Romania

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Centru Region



6 counties
(NUTS 3)

34.100 sq km

Population

2.29 million
inhabitants
(2024)

**Urbanization
rate**

55,4%

Centru Region

Ethnic makeup

Romanian (65.6%)
Hungarian (28.5%)
Roma (5.4%)
German (0.3%)

GDP/capita (PPP)

€26 600 in 2023
(70% of EU average); 4th nationally

Unemployment rate

3.4%
(December 2024)

Economic overview



Foreign Direct Investment (2023)

9.8 billion Eur (accounting for 8.3% FDI in Romania, 2nd place after the Bucharest Ilfov region)



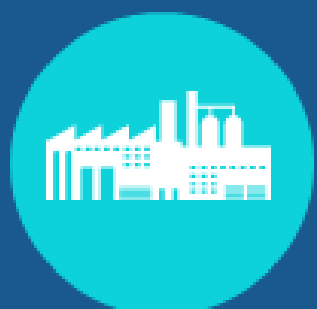
Regional exports (2024)

13.7 billion Eur (accounting for 14.7% of Romania's total exports)



Main export commodity groups (2024)

Machinery, electrical equipment 31.6%, Vehicles and components 30%, Metals and metal articles 7.1%, Chemicals (5.9%), Wood and wood products 4.7%, Textiles and clothing 3.8%



Main economic branches

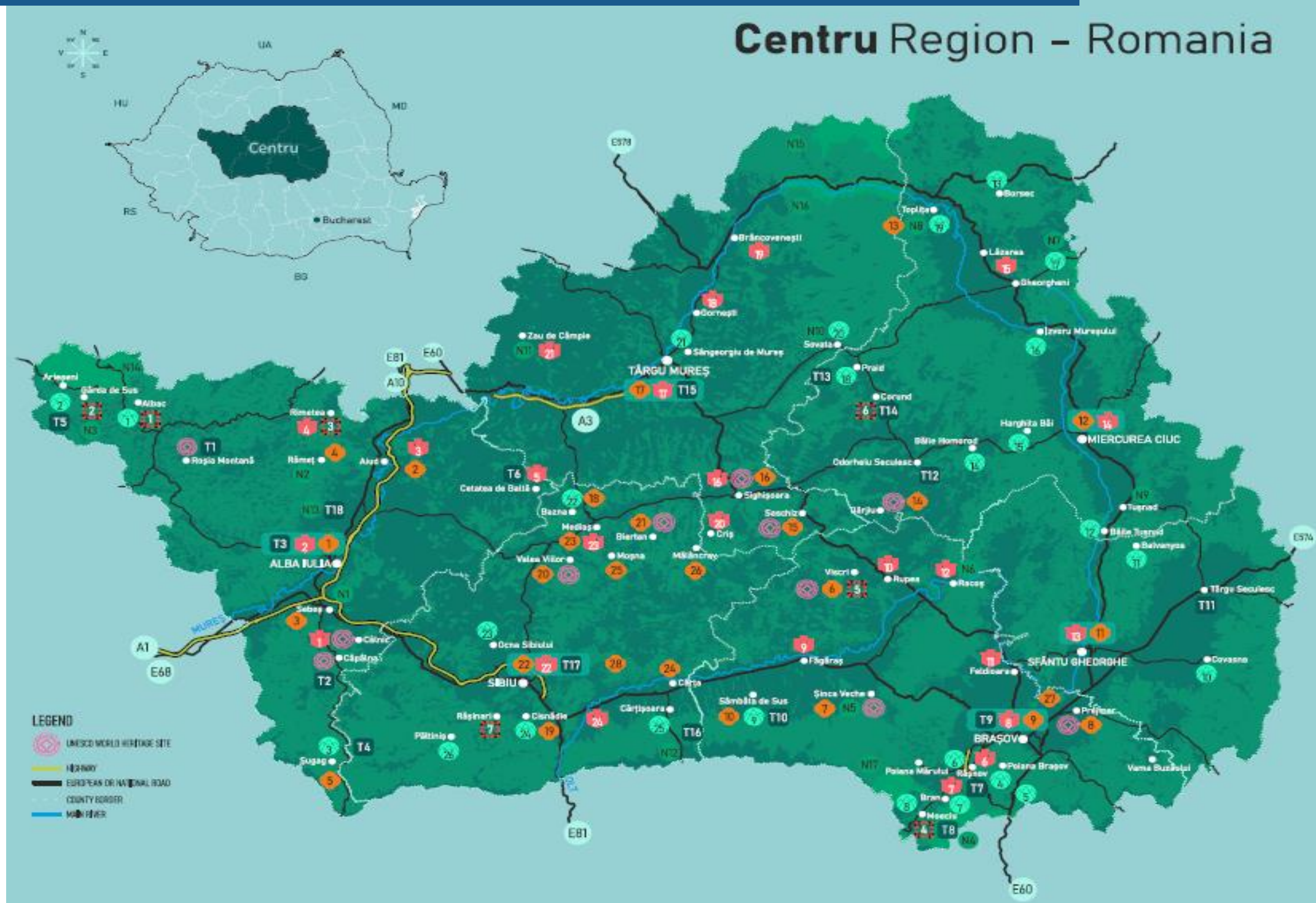
Automotive, agrifood, textiles and footwear, forestry and wood processing, building materials, IT and creative industries, aeronautics, medicine and pharmaceuticals



Culture & Tourism

the hidden gem of Centru Region?

Tourist attractions



History & culture

Villages with fortified churches in Transylvania

- Prejmer (Brasov) – Fortified Church is a fine example of the "rural fortresses"
- Biertan fortified church and a part of the town
- Câlnic - Citadel
- Dârjiu - Dârjiu fortified church
- Saschiz - fortified church and rural site
- Valea Viilor - fortified church
- Viscri - fortified church

The Historic Center of Sighișoara – well preserved medieval and still inhabited citadel, designated a UNESCO World Heritage Site for its 850-year-old testimony to the history and culture of the Transylvanian Saxons.

Roșia Montană Mining Landscape

Remains of the Dacian Fortress at Capalna

Ancient and Primeval Beech Forests of the Carpathians, Șinca Veche





Well preserved villages:

- Rimetea (Alba)
- Viscri (Braşov)
- Saschiz (Mureş)
- Biertan (Sibiu)
- Prejmer (Braşov)
- Ozun (Covasna)
- Fundata (Brasov)
- Lunca de Sus (Harghita)
- Rasinari (Sibiu)

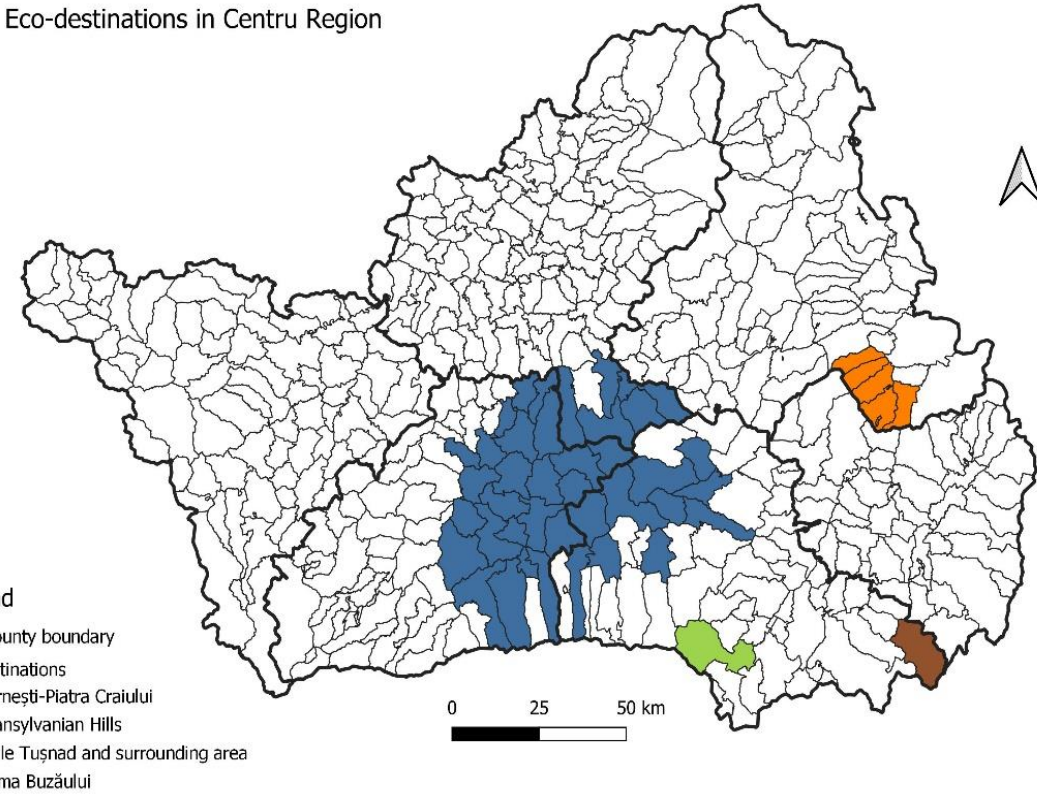
Agri-tourism:

local culture, local tastes, feeling the rural experience

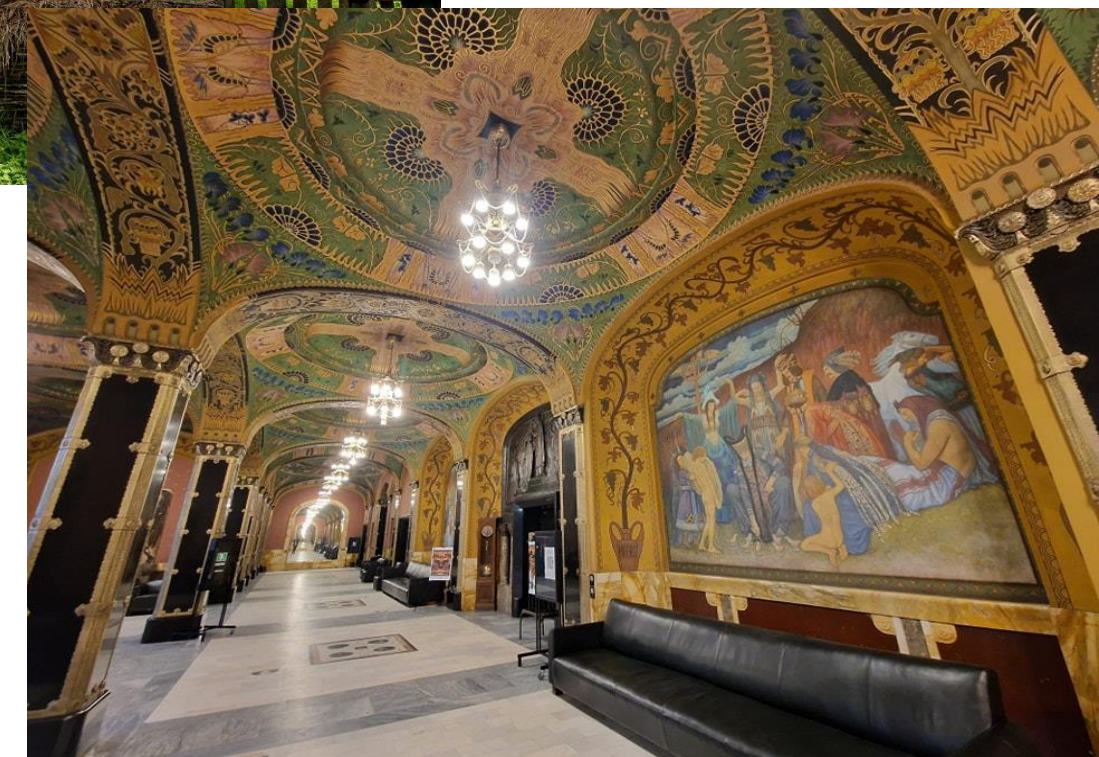


VIA TRANSILVANICA – THE ROAD THAT UNITES

4 ECODESTINATIONS
and more....



Betting on culture



Strengths

Vibrant culture in most of the Region's large and medium sized cities (international and national cultural festivals in various fields of arts: theatre (e.g. Sibiu International Theatre Festival), film, music etc, totalling thousands of artists and hundreds of thousands of participants

CCI sector is one of our Smart Specialization Strategy priority areas

High quality tertiary and secondary level education

Except for the 2020-2021 period, the CCI sector in Centru Region showed a **robust growth** in terms of participation numbers and turnover generated over the past two decades





Weaknesses

Low funding of the CCI sector, insufficient incentives

Poor correlation between cities' and county level strategies as regards the cultural industries (financing, marketing, branding etc)

Insufficient regulation of the status of the artists and cultural activities

Uneven awareness among the policy decision makers and business community of the increasing role, benefits and impact of cultural and creative industries

Policy instruments

Centru RIS3

Centru Regional Program 2021/2027

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- **RIS3 Centru** - Synergies between smart specialisation niches and opportunities on the regional, national and international market; Support partnerships between local and county public authorities + foster the development of CCI through cooperation
- **Centru Region Programme 21/27** – funding opportunity, policy instrument tackled within CHERRY project – address the regional needs of integrating the **regional innovation ecosystem** into the **European research and innovation ecosystem** and supporting the setting up the innovation networks related to the RIS3 thematic areas (incl. CCI).
- **Romania's National Recovery and Resilience Plan (NRRP)** embodies an ambitious agenda of reforms and investment aimed at mitigating the socio-economic effects of the Covid-19 crisis. The plan includes a series of reforms complemented by specific investments targeting the culture sector as well.



Policy instruments

Centru RIS3



1

Automotive and mechatronics

2

Aeronautics

3

Agri-food

4

Silviculture, wood, furniture industry

5

Textile and leather

6

IT and creative industries

7

Pharmaceuticals and medical

8

Sustainable built environment

9

Tourism

Policy instruments

Centru Region Programme 21/27



CCI

Priority 1 - A competitive region – supports TT & RDI

Priority 2 – A digitalized region - digital communities and SMEs, open innovation platform

Priority 7 – A region with sustainable tourism – rural cultural assets

Priority 8 – An attractive region – urban cultural assets

1.38 Billion Eur (ERDF+ SB)



A competitive region

270,58 mil. euro



A digital region

80,93 mil. euro



An environmentally friendly region

233,78 mil. euro



A region with sustainable urban mobility

233,78 mil. euro



A conected region

197,68 mil. euro



An educated region

93,18 mil. euro



A region with sustenabile tourism

30,89 mil. euro



An atractive region

185,37 mil. euro

Technical Assistance

58,26 mil. euro

Regional Development Agency “Centru”



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