

**The Partnership for Development Project (PDP)**  
 A Seed Money Project  
 Norwegian/Romanian companies can apply until 31.03.2011

<b>Facts</b>	
<b>Case no:</b> 2008/114475	
<b>Project Promoter:</b> Innovation Norway <a href="http://www.innovationnorway.no">www.innovationnorway.no</a>	<b>Project Partner (main):</b> Royal Norwegian Embassy in Bucharest <a href="http://www.norvegia.ro">www.norvegia.ro</a>
<b>Type of promoter:</b> public entity	<b>Type of partner:</b> public entity
<b>Contact person in Norway:</b> Mr. Knut Ringstad, Coordinator <a href="mailto:Knut.ringstad@innovasjonnorge.no">Knut.ringstad@innovasjonnorge.no</a>	<b>Contact person in Romania:</b> Ms. Diana Sacarea, Coordinator <a href="mailto:Diana.Sacarea@mfa.no">Diana.Sacarea@mfa.no</a>
<b>Other cooperating partners:</b> <ul style="list-style-type: none"> <li>Romanian institutions/associations (e.g. chambers of commerce, regional development agencies, regional offices for SME's)</li> </ul>	<b>Priority area:</b> <ul style="list-style-type: none"> <li>Sustainable Production including verification and certification</li> </ul>
<b>Project budget:</b> <ul style="list-style-type: none"> <li>EUR 210 000</li> </ul>	<b>Planned project duration:</b> <ul style="list-style-type: none"> <li>May 2009-March 2011</li> </ul>
<b>Project beneficiaries (target groups):</b> <ul style="list-style-type: none"> <li>Romanian and Norwegian SMEs with a potential for international growth</li> <li>Romanian and Norwegian Business networks/sector clusters</li> </ul>	<b>State aid:</b> <ul style="list-style-type: none"> <li>This grant will be given partly as general measures and partly as <i>de minimis</i>* aid.</li> </ul> Regulation (EC) No 1998/2006. <a href="http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:379:0005:0010:EN:PDF">http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:379:0005:0010:EN:PDF</a>

**Project objective and goal:**  
 The Partnership Project's objective is to enhance long term economic relationship between Romanian and Norwegian private entities. The overall goal is to facilitate search for partners to create new, or develop existing, economically viable businesses in Romania.

**Important information to potential beneficiaries**  
**Match-making opportunities for successful development of**  
**business partnerships between Romanian and Norwegian entities**

<p><b>Focus areas:</b>  <b>- Improvement of technology and processes for the following areas:</b></p> <ul style="list-style-type: none"> <li>• Waste management</li> <li>• ICT</li> <li>• Eco-/Agro-tourism</li> <li>• Other areas can also be supported (as long as they fit under the priority area Sustainable Production)</li> </ul>	<p><b>Priority counties in Romania:</b></p> <ul style="list-style-type: none"> <li>• Brasov</li> <li>• Iasi</li> <li>• Cluj</li> <li>• Timis</li> <li>• Entities from other counties <u>may</u> also be supported</li> </ul> <p>No priority counties in Norway.</p>
<p><b>Eligibility criteria:</b>  <b>For individual companies (beneficiaries):</b></p> <ul style="list-style-type: none"> <li>• Minimum 1 year of operation</li> <li>• Net profit last fiscal year</li> </ul> <p><b>For business networks/sector clusters:</b></p> <ul style="list-style-type: none"> <li>• will be decided case by case</li> </ul>	<p><b>Selection criteria for beneficiaries:</b></p> <ul style="list-style-type: none"> <li>• The company has the necessary ambitions, human resources, knowledge/experience and attitudes required to succeed in an international project</li> <li>• A business plan and an international growth strategy</li> <li>• The project has to be within the company's core competence</li> <li>• The business plan and the participation in the PDP is approved by top management and/or the company's manager.</li> </ul>
<p><b>Participation fee:</b></p> <ul style="list-style-type: none"> <li>• <b>EUR 300 own contribution</b> (Only for individual companies who have met the eligibility criteria/have been accepted in the project) will be deducted from the travel grant</li> <li>• For business networks/sector clusters: will be decided case by case</li> </ul>	<p><b>The PDP services can include:</b></p> <ul style="list-style-type: none"> <li>• Initial introduction to a new market/sector</li> <li>• Identification of potential partners</li> <li>• Visit to selected potential partners and/or participation in matchmaking-events (travel support up to EUR 1.500 per company)</li> <li>• Quality assessment of selected partner</li> <li>• Consultancy/ other services for successful match-making (max. EUR 4000/partnership)</li> </ul>
<p><b>PDP – Type of cooperation</b></p> <ul style="list-style-type: none"> <li>• Long term project cooperation (large projects, preparation/ follow-up of tenders etc.)</li> <li>• Licensing</li> <li>• Outsourcing</li> <li>• Establishment of representation office in Romania</li> <li>• Daughter company or joint venture in Romania</li> </ul> <p><b>Excluded:</b></p> <ul style="list-style-type: none"> <li>• Pure export/ import business</li> <li>• Search for agent/ distributor</li> </ul>	

## How does PDP operate?

### Step 1:

#### Identification of potential beneficiaries:

- Potential beneficiaries will be identified by the Norwegian Embassy in Bucharest/Romanian cooperation partners and by Innovation Norway
- Expression of interest can also be done directly to one of the contact persons (see front page)

### Step 2:

#### Pre-qualification (ref. selection criteria):

- All potential beneficiaries will go through an assessment of their suitability for the PDP and their requirement to succeed
- In Romania this assessment will be done by Romanian cooperation partners and/or the Royal Norwegian Embassy
- In Norway this assessment will be done by Innovation Norway

### Step 3:

#### Partner search:

Partner search will be done:

- individually for a company accepted in the project
- during match making events - the Royal Norwegian Embassy/ Romanian cooperation partners and Innovation Norway will arrange one or more meeting places for each of the three main focus areas (the meeting places can be a separate match-making event especially organized for this Project or in connection with Trade Fairs, Conferences etc.). The events can be organised in Romania and/or in Norway

### Step 4:

#### Consultancy/ other services:

- For potential partnerships (entities that find a potential partner during one of the match-making events) will be offered consultancy/other services to facilitate the further development of the partnership, to draft an initial market plan for Romania etc.

### Step 5:

#### Business activities established in Romania:

- Signing of a Memorandum of Understanding (Letter of Intention to Cooperate) or similar between a Norwegian and a Romanian entity

## **Background information**

**Romania is a beneficiary of the Norwegian Cooperation Programme under the European Economic Area (EEA) Enlargement Agreement as of August 1st, 2007. The Norwegian Government made available EUR 48 million for co-financing of projects to contribute to innovation and technology exchange and business development between Romania and Norway.**

**The Norwegian Cooperation Programme with Romania aims to stimulate the economic growth and sustainable development and to strengthen the bilateral relations between the two countries. Innovation Norway, a state owned company under the Norwegian Ministry of Trade and Industry, is the fund manager and administrator of the Programme.**

**For further information please look up the programme's web site:  
[www.norwaygrants.org](http://www.norwaygrants.org)**