ADRIATIC – DANUBIAN PARTNERSHIP AGREEMENT FOR AGRO-FOOD TRANSNATIONAL CLUSTERING

We, the partner organizations of the project "Adriatic Danubian Clustering - ADC" (www.adcproject.eu), financed by the European Operational Programme South Eastern Europe 2007-2013 (OP SEE) together with the undersigned stakeholders:

Well aware of the importance of clusters as geographic agglomerations (at local, regional or national level) of companies, suppliers, service providers and associated institutions in a particular field, linked by externalities and complementarities of various types;

Having regard to the general objective of ADC project aiming to create efficient transnational networks among the productive clusters of economic sectors of strategic importance for our Countries, agro-food sector being one of them;

Having regard to the Final Recommendations of the European Cluster Policy Group - ECPG (September 2010) stressing the need to combine macro-economic policy response with a structural upgrading of competitiveness in line with the ambitions of the Europe 2020 strategy and the growing importance of clusters in the new global environment in which this strategy has to succeed;

Having particular regard to the call of ECPG for the commitment of European policymakers to the active support of the clusters potential to modernise and improve economic policies, starting from the key note of the international cooperation among clusters for the sake of developing emerging industries / services, of raising excellence of cluster organisations and of better matching public instruments and clusters governance (for instance by programming of Rural and Regional Development Funds);

Whereas the ADC project aims:

1. to achieve a transnational competitive integration between enterprises in order to overcome the lacking reciprocal knowledge of the possibilities of entrepreneurial cooperation, as far as access to innovation, human capital development, supply chain exchange, phase specialization and joint initiatives on global market are concerned;

Jointly for our common future!
2. to make more of manufacturing skills of SEE region and of place based implementation of multi-level governance for the capacity building of the attractiveness of Adriatic – Danube area as an integrated productive system with high competitiveness for international investors;

3. to develop the ADC Sectoral Working Group on agro-food, based on local focus groups in the partners’ realms that are building new transnational connections among stakeholders and companies of existing and emerging clusters of the dairy, wine, fruit and vegetables processing and agro-industry sub-sectors, into a sustainable, standing, transnational network shaping the new Adriatic Danube Agro-food Cluster (ADAC);

4. all the statements above considered as integral part of the agreement thereof;

Agree on

**Art.1 – Mission of the agro-food transnational cluster**

The establishment of the Adriatic Danube Agro-food Cluster (ADAC) aims to fulfil the expectations and to match the interests for growth of agro-food clusters, their stakeholders and the companies therein by providing facilities to:

- the establishment of standing new commercial connections across the South Eastern European Countries;
- the visibility of the SEE clusters and emerging clusters landscape for sharing good practices in particular in the fields of improving quality standards and of enhancing sustainable productive techniques;
- the capacity building of sector-specific territorial governance in the frame of rural innovation policy for branding the production of integrated compounds;
- the accessibility and use of Knowledge Based Services (KBS);
- the promotion of SEE technology transfer systems for better sharing innovation sources & RTD results in the agro-food sector;
- the easing of import & export ties of standardized products between Internal Market & Accession Countries, CEFTA members in particular;
- the cross-sectoral match-making between potential partners of different specialisations, also for their cooperation in the global market;
- the design of an ADC typical brand to be promoted by territorial marketing actions;
- the joint participation in projects financed/co-financed by EU and other donors.
Art.2 – Principles of the transnational cooperation

By implementing its mission the Adriatic Danube Agro-food Cluster (ADAC) is driven by three assumptions on the identity and justification of the transnational cooperation in the agro-food sector as follows:

- to contribute to food security;
- to improve food quality;
- to increase food production sustainability.

Moreover ADAC promotes direct initiatives for education and awareness of the final consumers.

Art.3 - Specific objectives

For the support of SEE agro-food companies clustering at transnational level the Adriatic Danube Agro-food Cluster (ADAC) cares in particular for:

- the comparison of quality factors of the agro-food production;
- the common definition of better standards on products traceability as condition for the effective information of consumers and for the promotion and protection of local quality products (PDO);
- the innovation of traceability indicators & the fight against counterfeiting;
- the outlining of common transnational brands for common promotion in the global market;
- the awareness of the importance of standing process innovation and the functioning of proactive technology transfer systems;
- the provision of technical education & life-long learning facilities on food production and quality for the standing development of the human capital in the sector;
- the improvement of the environmental sustainability of specific cultivations (e.g. vineyards);
- the protection of the quality of sensitive products via the control of polluting factors (e.g. dairy).
Art.4 – Management

The measures provided for in this Agreement are subject to a peer commitment for implementation by the signing ADC project partners and the signing stakeholders (cluster representatives, RTD – University - Innovation Centres, Chambers and other development actors, including financial institutions, Regional and Local Public Authorities) and companies willing to become owners of the process of Adriatic Danube Agro-Food Cluster building.

The priority task of this partnership is to set up an effective and sustainable unit for the functioning of the network shaping the transnational dimension of ADAC also after the project completion.

By doing this, the partnership will care the sub-sectoral articulation of its activity for the productive specialities of fine wines, dairy, fruits & vegetables, grains - flour & pasta and related agro-mechanics and equipment for processing and packaging.

Moreover ADAC management will implement an open door attitude for the possibility of joining by new members, emerging cluster leaders in particular, and for the extension of its coverage of food sector related activities.

Networking with other international networks of relevance for ADAC development and effectiveness is also welcome.

Sofia, June 15th, 2011

Signatures of Partners:  

Michele Pellosso  
Director of the Industry and Crafts Department  
Veneto Region, Italy

Signatures of Stakeholders:  

Simone Franzolin  
Representative,  
Nord-Est Packaging Cluster

Jointly for our common future!
Giancarlo Vettorello  
Director  
Consorzio di Tutela del  
Prosecco di Conegliano  
Valdobbiadene

Vasco Boato  
Director  
CIRVE  
"Interdepartmental Centre for Research in Grape Growing and Oenology"

Roberto Morgante  
Vice President  
Agro-food Park “San Daniele”, FVG, Italy

Silvano Bertini  
Head of Unit  
Emilia Romagna Region, Italy

Alessandro Zampana  
Cluster Manager  
Centuria RIT

Antonio Francioni  
Director General  
Molise Region, Italy

Jointly for our common future!
George Tabakov  
Chairman  
Bulgaria Economic Forum, Bulgaria

Genoveva Christova  
President  
Bulgarian Association of  
Business Clusters

Dilyana Slavova  
President  
Member of the European  
Economic and Social Committee  
National Association of Milk Processors

Todor Haralambiev,  
President  
Bulgarian Eco-flora Cluster

mag. Božidar Pučnik  
Managing director  
Maribor Development Agency  
Slovenia

Jointly for our common future!
Tiberiu Diaconescu
Representative
Institute for Economic Forecasting, Romania

Petronela Drambei
Representative
Bucharest-Illfov Agro-food Cluster

Miha Visan
Executive Director
Romanian Meat Association

Christina Leucuta
Superior Advisor, Ministry of Economy and Business Development
Romanian National Association of Clusters

Simona Haprian
Cluster Manager
Cluster Agro-food Crisana Banat

Jointly for our common future!
Manole Silviu
Vice President
Regional Agro-food Cluster
Covasna County

Alberto Manzin
Director
Centre for Promotion of Entrepreneurship Piran
Slovenia

Zoran Vukčević
Director
Directorate for the Development of Small and Medium Enterprises of Montenegro

Slobodan Janković
President
National Association of wine-growers and wine-producers of Montenegro

Aleksandra Brzakovic
(authorised)
Cluster Cheese “South”

City of Nis, Serbia
Tomislav Stojanovic
President of Association
Association of Cattle Breeders
"Nis’s Chance"

Marina Mladenovic
President of Association
Association of Goat and Sheep Producers "Nis’s Sheppard"

Zoran Zivkovic
President of Association
Association "Nis’s vegetable producer"

Milos Ristic
Director
Center for Viticulture and Winery, Nis

Zivorad Bojic
President of Association
Association of Fruit Growers, Vinedressers and Vintners
"Čegar “ Nis"
Slobodan Marković
Director
Republic Agency for the
Development of Small and
Medium Enterprises,
Srpska, BiH

PhD Vid Kopanja
Assistant Minister for food
industry, provender and beverage
industry
Ministry of Agriculture, Forestry
and Water Management of the
Republic of Srpska

Dragica Ristić
Director
Chamber of Commerce and
Industry of the Republic of
Srpska

Bajko Kulaga
President of Union
Cooperative Union of the
Republic of Srpska

Obren-Zoran Vukoje
President of Association
Association of wine-growers and vine
producers of East Herzegovina
„VINOS“

Jointly for our common future!
Melanija Milić
Director
Regional Development Agency of Dubrovnik
Neretva County, DUNEA
Croatia

Dr Asen Zhelyazkov
Executive Director
Bulgarian Association of Dairy Processors

Jointly for our common future!