

ICONIC

Interactive Cluster of
New-media Industry
City of Iași

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About

ICONIC – Interactive Cluster of New Media Industry City of Iasi is a Romanian ITC cluster created in 2012 with the aim to gather new media companies from Moldova region and other specific suppliers companies in order to create a micro-climate open for innovation and new online products and services.



IT and communication technology in Romania

- In Romania, the internet and, in general, everything that's related to the digital area contributes actively for the development of new business models. According to Brainbench, Romania is situated on the 5th place on world's top regarding the technical support aptitudes for computers, help-desk and networks, communications network design, ASP.NET, HTML, PHP, web development concepts and many others.
- Romania is first in Europe and reached the 6th position in the global index when it comes to the number of certified IT specialists, with more than 100,000 representatives.
- IT industry and communication technology produce more than 6% of Romania's GDP. These are the industries with the most important growth for the last 5 years.

Iasi – Emerging City of the Year 2018

- Iasi is the second most important IT development center from Romania.
- There are more than 1,200 companies which provide IT and communication technology services.
- In 2018, Iasi won the Emerging City of the Year 2018, awarded by CEE Shared Services and Outsourcing.



Social media in Romania

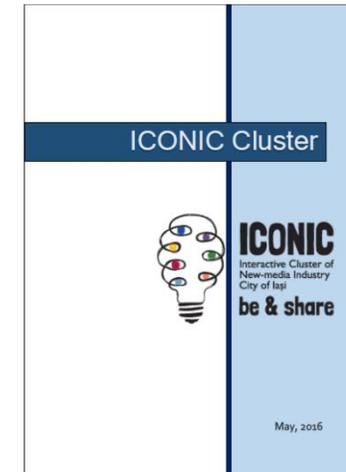
- To compare with the other countries in Southeastern Europe, Romania possesses the most dynamic media market. The main characteristic of this market is that it's dominated by a handful of conglomerates.
- However, the media consumption per capital in Romania is much under the global average. Effectively, in Romania it worth approximately 17 euros in 2016 and for the global average, it's around 70 euros the same year.
- Romanian's media market is very promising. Indeed, the report Media Fact Book estimates 13% of growth to reach 459 million euros in 2018 in the media market. We can add too that Romania is the fifth country in the world, far ahead France and United States of America, which has the faster public Wi-Fi.

Iconic Cluster multiannual partnerships

- Afaceri.ro (2014-2018): The national series of conferences Afaceri.ro represents an unique channel of communication for a premium public, with events that focus on networking, people, models, information and ideas, using new technologies, collaboration and financing instruments. The conferences are organized in Romania, but also in major cities from other countries (New York, Texas, Singapore etc.).
- IMWorld (2016-2017): Internet & Mobile World builds an important framework in Romanian industry for **learning, networking** and **new business generation** that reunites a **B2B audience** in an environment designed for sharing **digital, mobile or IT software & infrastructure solutions** for their businesses.

Iconic Clusters projects in 2016

- IMWord 2016 (Bucharest)
- Afaceri.ro (conferences in Cernauti, Odessa, London-Hampshire, Comrat-Gagauzia and Oslo-Svalbard)
- BVB for IT&C (event in Iasi) – Bucharest Exchange Stock's workshop organized in Iasi for IT&C industry



GovITHub (2016)

- GovITHub is a governmental program developed together with the private sector, in order to increase the quality of public services with the help of technology. The program brings young people from start-ups and from private businesses in an institutional framework so they can find technical solutions to simplify and digitalize the public administration.
- IT specialists and deciders from central public administration work together to simplify the interaction with citizens with the help of digitalization, but also to innovate by developing new services.



Projects in 2017

- EU Cluster Collaboration Platform
- Partnership with Bukovyna Information Technology Cluster (Ukraine);
- Partnership with National Institute of Economic Researches (Moldova Rep.)
- Romanian Cluster National Conference (Bucharest)
- IMWorld 2017 (Bucharest)
- Partnership with Romanian Association for Smart Cities and Mobility
- Smart City Caravan (event in Iasi)



Projects in 2018

- NEM Ambassador
- Afaceri.ro
- IMWorld 2018
- Smart Cities of Romania (September 2018)



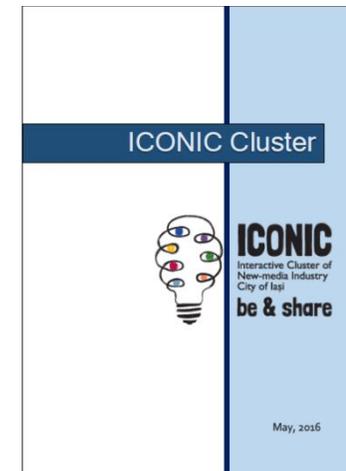
Strategy 2018-2020

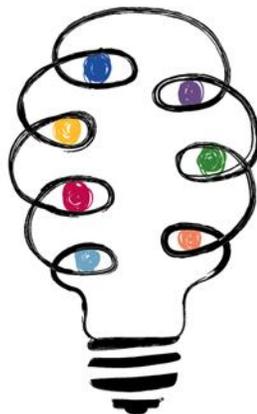
1. More internationalization opportunities for members

- joining to economic mission and international fairs
- participating in international projects for IT&C

2. Developing new partnerships with important players from the IT&C industry

3. Brand awareness in regional community





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Thank you!

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