

## DEVELOPMENT AGENCY OF HARGHITA COUNTY

CIF : 35365620, Miercurea Ciuc, Piața Libertății, nr 5.,

Tel.: +4-0266-207701-1608, [office@adehar.ro](mailto:office@adehar.ro)

[www.adehar.ro](http://www.adehar.ro) [www.investinharghita.ro](http://www.investinharghita.ro) [www.forestinharghita.ro](http://www.forestinharghita.ro)

[www.hargitahazavar.ro](http://www.hargitahazavar.ro)

### Partner Identification Form (PIF)

Dear Partner,

Thank you for being interested and considering us for your project. Because of our wide range of activities, we strive to improve in all areas and to develop new relationships. The Development Agency of Harghita County therefore gives preference to any initiative from which we can learn and in which we can share our experiences with others.

We believe communication is key in all partnership, so if you have any question, contact us anytime.

#### A. PARTNER ORGANISATION

PIC code	890443123
Full legal name (National Language)	Agenția de Dezvoltare Județeană Harghita
Full legal name (English)	Development Agency Of Harghita county
Acronym	ADEHAR
Address (Street and number)	Piața Libertății, No. 5
Country	Romania
Region	Center, Harghita county
Post Code	530104
VAT number	35365620
City	Miercurea Ciuc
Website and Facebook page	<a href="https://adehar.ro/">https://adehar.ro/</a> <a href="https://www.facebook.com/fejlesztésiugynokseg">https://www.facebook.com/fejlesztésiugynokseg</a> <a href="https://forestinharghita.ro/">https://forestinharghita.ro/</a> <a href="https://investinharghita.ro/">https://investinharghita.ro/</a> <a href="https://hargitahazavar.ro/">https://hargitahazavar.ro/</a>
Email	office@adehar.ro
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### B. PROFILE

Type of Organisation	Regional public authority
Is the partner organisation a public body?	YES
Is the partner organization a non-profit?	YES

### C. LEGAL REPRESENTATIVE

Title	Mr.
Gender	Male
First Name	Árpád
Family Name	Cilip
Position	Director
Email	office@adehar.ro
Telephone	+40727716488

### D. CONTACT PERSON

Title	Miss
Gender	Female
First Name	Szidónia
Family Name	Bartis
Position	Specialist inspector
Email	bartisszidonia@adehar.ro
Telephone	+40743604036

### E. BACKGROUND AND EXPERIENCE

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Presentation of the institution

The Development Agency of Harghita County (RO: Agenția de Dezvoltare Județeană Harghita, HU: Hargita Megye Fejlesztési Ügynöksége) that was established by the Council of Harghita County Council, based in Miercurea-Ciuc, Romania, on the basis of Council Decision 322/2015. Our main objective is to contribute to the development of Harghita County through our activities programmes, as well as to organize, if necessary, the professional background work related to the Council's activities.

The Agency is an open institution in development which, through its promoter and mediator role, helps local initiatives to materialize, collaborates with relevant agents in a well-balanced developmental process of the county, and if needed, contributes to the concentration of national and international resources oriented on the region's development, as well as to the improvement of the efficiency of local investments.

Through our programs, we aim to contribute to the creation of an entrepreneur-friendly Harghita County, to stimulate the attraction of external resources and support the sustainable development and investment in the region, to encourage new and innovative ideas, to stimulate job creation, entrepreneurship and the implementation of region-wide ideas, and to provide useful information in the field of economic development of the county. In brief, we contribute to the economic and social development of Harghita County. One of our main objectives is to initiate programs and projects aimed at solving economic and social problems for the benefit of local communities.

We carry out our activities in the the heart of Szeklerland in Romania. It is a region in Europe with a rich and living agricultural tradition and cultural heritage that plays a key role in the economy of the rural regions, while contributing significantly to the EU's many goals, such as sustainable development and smarter, greener agriculture.

We try to gather all relevant information about Harghita County that may be of value to investors, from investment opportunities to natural resources. All this offers simplified solutions and makes them more transparent and easier for investors.

Special attention is paid to increase the focus on supporting vocational education, one of the objectives of which is to change public perceptions that vocational education does not pay. This needs to be shifted in a positive direction and show more and more young people that there is great potential in taking an interest in a profession. At the same time, learning a profession can also provide a secure basis for staying at home, which can give young people financial security. Particular effort is put to affect young people, such as career guidance, application opportunities, calls for proposals and starting a business. Instilling an

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entrepreneurial spirit among young people will indirectly contribute to an increase in the number of businesses. What is more, we cooperate with high schools in the county to create the possibility for students to do an internship at the Agency, in every year several students and pupils are spending their internship/traineeship at us.

Constantly work is put into the activity to create a climate based on public-private cooperation, with a good flow of information in both directions to help entrepreneurs address their problems and difficulties more quickly and effectively. At the same time, by organizing roundtable discussions on calls for proposals, we act as an intermediary between the institutions concerned and businesses, helping them to attract as much non-reimbursable support as possible and to establish direct contact with representatives of the institutions that are launching these calls.

By supporting various equestrian events, we help to raise interest in competitive equestrian sports and preserve equestrian traditions. It is important to make people aware of the beauty and potential of equestrian sports.

As the first initiative in the county the Agency aims to address forest management, the sustainability and expansion of green zones. There is a particular relevance in defining forestry issues, such as promoting the protection and valorization of forests or the sustainability of biodiversity, biomass and the wood processing industry. In addition, the legal status of public landholdings (so-called "compossessorates") is specifically addressed, as is the development of a long-term vision for the financial sustainability of the properties they own. Real-time assistance to forest managers and all stakeholders is also vital.

We are proud of the Szekler Product (HU: Székely Termék, RO: Produs Secuiesc) trademark, launched by the Harghita County Council. It is important to strengthen the market position of good quality products of small producers, aiming at sustainable food, maintenance of the agricultural market, short food chain and traceability of food. The Szekler Product trademark counts more than 190 local producers who use the trademark for nearly 1300 products. They are of great value at regional level, but also at national and international level, as the products have been promoted at several fairs abroad, such as in Manchester and Budapest. The review of trademarked products is ongoing, as there are new applications for the trademark. Particular attention is being paid to modernization and digitalization, as we are working on a mobile app that will allow farmers, growers and producers to interact directly with consumers, improve food traceability and give consumers confidence in the quality of the products they buy. At the same time, we are making continuous efforts towards organic products. Our priority is to encourage initiatives to obtain organic certification and to consult

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	<p>stakeholders, as this is the key to sustainability.</p> <p>On the subject of adult education, it is worth noting that at 19th of December 2023 the Development Agency of Harghita County obtained the authorisation to organise the qualification course for the occupation of kitchen assistant RO/01/1013/206 COR code 941101.</p> <p>In summary, the Agency is present in many areas, from our programs targeting the economy, to the promotion of vocational education, to online marketing and digitalization. We are in constant and ongoing contact with young people, students, businesses, small producers and farmers alike. Our goals are achieved through a number of programmes, such as assistance of the vocational training in Harghita County or consultation and technical support in forestry or promotion of equestrian values.</p>
Skills and expertise of key staff	<p>The staff of the Development Agency of Harghita County has lengthy experience in many areas, as mentioned above. Furthermore, most staff have been involved in international projects focusing on agriculture and vocational education.</p> <p>The Agency's employees are organizing activities on an ongoing basis, from the subject of vocational education to local, healthy and sustainable food. They participated in a number of bilateral good practice exchange (ex. Hungary, Slovakia, Brussels), organized conferences, round-table discussion and farm visits for groups during the projects carried out. These underlined our greatest aspiration that sharing experiences with each other is the key to progress and development.</p> <p>Our aim is, in addition to the above, to inform the local communities about the benefits of these project and opportunities through our network of contacts, as we have been able to establish direct contact with many stakeholders, such as farmers, businesses and youth. Besides, we are in contact with several institutions, organizations and associations that have experts in the field of agriculture and agri-food. These allows us to host larger groups on mobility programs, even for several days, and to organize activities such as farm visits to local farms, ensuring the involvement of experts.</p> <p>Taking everything into account, we can ensure that our activities have given the key staff the necessary experience to work in a multinational environment.</p>

### F. European Union granted projects

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Partner	CAPtion – Information measures for sustainable food chain (2018 – 2019) IMCAP programme
Coordinator	CAPfuture – Information measures for healthy and quality foods (2021 – 2022) IMCAP programme
Coordinator	CAPactivities 2022 – Information measures to make CAP more accessible and popular (August 2022 – July 2023) IMCAP programme
Partner	AgriXplainer: The New European Educational Marketing Method for the valorization of Green Practices and Successful Products in Agri-Food Micro-Enterprises (2023 – ongoing) Erasmus+ programme