



DIGITAL BIT S.R.L.

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**European Initiative: Danube Region on the eSilk & eAmber Roads
2nd Meeting in the European Parliament on Thursday, September 30, 2010
Intervention of Dr. Bogdan Barbulescu, Managing Director Romania**

Next steps in Cross-border eRegion Development: Business Perspectives

1. It is very clear that low labor cost will be a rare asset in Europe for the near future. In this condition the innovation is the only key for competitive business.
2. Innovation has to be the main target also for SME as future main engine of European economy. R&D has to be sustained also in a cooperative network of SME at regional level.
3. Development of internet offered a very reach resource, but its huge development makes the researcher life quite difficult. It is very difficult to find the exact information that you need and to certify that this info is a valid.
4. For a SME is not easy to develop a regional cooperation even if this can increase considerably the overall regional competitiveness. The costs are considerable and also the overall risks.
5. Our proposal is the implementation of an eService innovation solution at regional level where the universities can provide the experts, the SME involved in R&D can be the authorized users and the local governments the supervisors that can follow up the development of the region. We consider that this solution has to be dedicated with certified members and very well structured on activity domains.