



ACTIVITY REPORT

2015

Dear Reader,

This booklet presents an overview of our activity in 2015. It should be said that last year was a real milestone since our association has turned ten years old. The association was founded ten years ago by a small number of individuals, and today, in addition to the founders, more than 20 people take an active part in the association's activities day by day, 50-100 people attend our events on a regular basis, and more than 1000 people have attended the courses organized by us in the past 10 years.



I could write that we spent the year celebrating, but that wouldn't be true. Instead, I must confess that the year 2015 was marked by project accounting activities, as looking from the perspective of EU projects, the 2007-2013 financial period came to a close. What does that mean for ABPR? In a nutshell: 2 million euros, out of which 72% spent on the implementation of projects focusing on training, 20% spent on networking projects, and 8% on social projects. As a result, we are tired, but also full of new ideas and plans. I hope that next year we will be able to report at least as many achievements.

Best Regards,
Gábor Nagy
President

Coworking Office



The Coworking Office Oradea was opened in March 2014 within a cross-border cooperation project. Its activity has been divided into two operational periods: the first, lasting from March 2014 to August 2015, could also be called the “test phase” because during this period we tried to find out how an office like this operates, who the target groups are, and what this type of office really means. The project that led to the establishing of the Coworking Office expired in August 2015, thus ending a source of funding. Starting with September 1st, 2015, we have entered the sustainability period.

The Coworking Office was created by the Association for Business Promotion in Romania. Its purpose, besides providing office logistics for freelancers, for people working from home, and for people transiting Oradea, in need of a place where they can work on their laptops, is to support and generate business development and creation. The office offers free consultancy in various fields: project proposal writing, renewable energy, business planning and marketing.

In 2015, approximately 25 people used the office, which led to 3 monthly contracts and 3 half-time contracts starting with September 2015.



We have 12 workstations: 4 desks, 4 mobile “spots”, 4 places at the round table (meeting area)

In 2015, the Coworking Office organized a large-scale caravan called Coworking Spirit reaching four cities near the Romanian-Hungarian border: Oradea, Debrecen, Szeged, Timișoara. As the name suggests, its goal was to promote the coworking spirit and to intervene in business development areas through exciting presentations and round table discussions. Since November 2015, the Hungarian National Trading House’s Regional Office is located within the Coworking Office Oradea.

The events organized or housed by the Coworking Office include:

- ✓ Business brainstorming
- ✓ Coder dojo
- ✓ Photography course

CONTACT:

www.coworkingoradea.ro





INVESTING IN PEOPLE

European Social Fund

Sectorial Operational Program for Human Resources Development 2007-2013

Priority Axis 5.: Promoting active employment measures

Key Area of Intervention 5.2: Promoting long-term sustainability of rural areas in terms of human resources development and employment

TProject Title: Integrated model for human resources

development in rural areas in order to increase employment in the tourism sector

Contract No.: POSDRU/135/5.2/S/124779

Partners: Covasna County Council, OTP Consulting Romania, Association for Business Promotion in Romania, Diosig Commune, Covasna County Agency for Employment, LAM Foundation.

Project implementation period:

April 1, 2014 – December 15, 2015

As a project partner, The Association for Business Promotion in Romania tried to figure out how to provide professional training for the unemployed in Bihor County, enabling them at the same time to use the gained knowledge in their labour market integration. ABPR made no secret of its intention to form potential entrepreneurs and help them navigate through the maze-like world of start-ups, so that they could engage more boldly in the enhancing of the regional business sector. Entrepreneurial counselling and mentoring followed this specific objective.

Name of the training programme	No. of training hours	No. of participants
Agrotourism worker	120 hours theory, 240 hours practice	100
Tour guide	60 hours theory, 120 hours practice	100
Basics of entrepreneurship	40 hours theory	200
Foreign languages (English – beginner and intermediate, German – beginner)	60 hours theory	58

Target group:

200 unemployed persons or subsistence farmers from the rural areas of Bihor County. The trainings were held either in Hungarian or Romanian, depending on the group's needs.

Members of the target group could take part in 3 out of the 4 free training courses. Entrepreneurial consultancy started upon the completion of the training courses, and lasted till the end of the project. While preparatory activities dominated 2014, the year 2015 was about implementation, training courses and entrepreneurial consultancy. As a result of the consultancy, the participants prepared 40 marketing plans and 46 business plans, out of which 6 plans being awarded. Furthermore, 2 project participants launched their own businesses due to the consultancy.



www.mind-rural.ro



ROVE Klub (ABPR Club) is a civil initiative. It's an informal but moderated discussion between Hungarian entrepreneurs from Bihor County. It is a place where entrepreneurs can get to know each other. It is both informal and moderated.

The first ROVE Klub event took place in 2012 and was followed by two other events in the same year. Three ROVE Klub events were held in 2015.

76% Humour + 24% VAT

2015

APRIL
23

The tax imposed on humour was meant as a workout for entrepreneurs' laughing muscles. Entrepreneurs tend to do more work than workouts, and it is common knowledge that laughing muscles need to be kept in great shape. The participants were entrepreneurs who had to register prior to the event. The event's guests were the stand-up comedians from Szomszédnéni Produkciós Iroda.

No. of participants: approx. 100 people

Taboos

2015

JUNE
04

Taboos are things or subjects that are present in our lives but which we avoid. We don't talk about them, we don't want to see them, and we don't want to hear about them either. At this event we tried to take a better look at taboos. We wanted to see what benefits could the existence of taboos hold for entrepreneurs. The discussion was led by Makai Zoltán organizational consultant and coach. The discussion was followed by wine tasting. The wines were provided by Mados Winery.

No. of participants: 12 people

Changes in taxation in 2016

2015

DECEMBER
03

This time we asked Fándly Marius from the Bihor County Agency for Fiscal Administration to talk about the changes in the Fiscal Code, because company taxes, property taxes on company headquarters and dividend taxes were subjected to change. During the informal part of the event we had dinner, beer and wine, and continued to quiz Marius.

No. of participants: approx. 50 people

One of the key projects for 2015, Bachtalo intended to promote and develop rural social economy. The project was implemented in partnership with 6 communes: Diosig, Lugașu de Jos, Crasna, Vâlcele, Bățani and Atid.

The most important results of the project include: the creation of 6 social economy enterprises, 24 newly created jobs for members of the local Roma communities, as well as a social economy campaign.

The creation and development of the social enterprises was coordinated by ABPR, Lead Partner in this project. The new enterprises were created to improve the labour market situation of the local Roma communities, starting from the idea that everyone has the right and the obligation to work.

Due to this project, we gained experience in a special field of business development, and what's at least as important: thanks to the participants, we had the opportunity to look behind stereotypes and prejudices, and now we can say out of experience that Roma people were not born to be lazy at all.



"Now I know that my life has a purpose, I know what I work for. I would like to get my house in order and I want to continue the send my kids to school."

– **Mária Bana, Crasna**



"We were many siblings; we had no opportunity to go to school, so I have been working since I was a kid. I worked in the fields, I tended cattle, pigs, sheep, I did every job that I could find."

– **Gheorghe Coșcodar, Vâlcele**



"I applied for a job in this project because I needed work. Before this I was never sure if I would have money the next day, and I wanted this to end."

– **Cicio Florian, Atid**



"How did I make money before this? I worked! I did whatever job was needed: I carried sacks, I worked in the fields, I broke up concrete. I did all these to make money for the kids and to have something to eat."

– **Attila-Csaba Rézműves, Diosig**

We promoted the project results and experiences through a series of events. The campaign took us to Suseni, Sălăcea, Satu Mare, Petrești, Boroșneu Mare și Vârșolt, all being rural settlements where the labour market integration of Roma people represents one of the most pressing issues.

The most important lesson of the project is that even the most serious social problems can be treated by applying the methods of social economy. We tried to convey this message through video portraits, posters, publications, stories of the project participants, presentation of the social enterprises, presentations held by social economy experts, interactive activities and art works.

The most important moments of the project are presented on our bilingual (Romanian and Hungarian) website. You can find out more about social economy and read success stories in the Toolkit and on the Blog.



The Business Incubator in Săcueni was established in November 2012 within the frames of the „Cross-border Business Incubator and Service Centre” project. It was implemented by three partners: UAT Oraşul Săcueni, the Association for Business Promotion in Romania and Hajdú-Bihar Megyei Vállalkozásfejlesztési Alapítvány.

The objective of the project was to increase the economic cohesion of the cross-border region by increasing the competitiveness of SMEs operating in the Săcueni region. The project also aimed at activating cross-border business networks in the Ier Valley region, strengthening bilateral business relations, offering personalised business counselling service packages and providing incubation space for SMEs.

The Business Incubator has twelve offices and five 100 m² halls. The Business Incubator leased office space continuously in 2015. Its activity was mainly defined by the business development of the region. In the first half of the year, the office rental occupancy rate was 66% and the hall rental occupancy rate was up to 20%. In the second half of the year, the occupancy rates dropped significantly, reaching 25% for office space, while in case of halls, dropping down to 0%. At the end of the year, we managed to attract a new company to the business incubator, which increased the office space occupancy rate to 42% and the hall occupancy rate to 100%.

The meeting room was used by the lessees on several occasions in 2015 for different meetings and product/service presentations. In May, the Chamber of Commerce and Industry Bihor used the meeting room for holding a conference and forum on economic development. UAT Oraşul Săcueni was also a regular client of the Business Incubator’s meeting room, where council meetings and other assemblies took place.

Account of rented spaces:

Name	Activity	Period	Rented space
Via Vita SRL	Road construction	January - May	5 offices 1 hall
Kontahol SRL	Accounting	January – December	1 office
Sunysmart SRL	Event organisation	January – December	1 office
Kelemen Gyula PFA	Providing services to companies	January – December	1 office
Duosac SRL	Car repair	November - December	2 offices 5 halls



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