

Development of Brasov SMEs through public financing of innovative products or services

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Abstract. The profit of organizations can be increased by the approach to existing funding for the private actors (SMEs/Micro-enterprises), namely those through the Regional Operational Program (ROP) 2014-2020 and the various projects financed and implemented in Braşov County. This analyze was performed according to the efficient systematization of the services and innovative products obtained; the way how they apply and use the funding to achieve the overall objectives of the financed project and the indicators provided in the projects. Following these, a number of 10 projects implemented in Braşov were chosen, examples of good practice, with a final report as deliverable. It includes the results obtained and the efficiency solutions, as well as certain mistakes that should not be repeated. This paper makes, for the first time, a synthesis of the issues in the field of micro-enterprises financing in Braşov and then an analysis of the phenomena that occurred during the implementation of the projects. Taken in consideration the new funding for SMEs in the period 2021-2027, we need as many successful projects and beneficiaries as possible, for accessing and using existing public funds in Braşov City and County. **Keywords:** *Micro-enterprises; funding; innovative service and product; indicators; profit.*

1 Introduction

The small or medium-sized enterprise (SME) is a company with more than 10 employees, but no more than 250, an annual turnover between of 2 million EUR and 50 million EUR or total assets between 2 million EUR and 43 million EUR. SMEs can be divided into three categories, depending on their size: micro-enterprises (less than 10 employees); small enterprises (between 10 and 49 employees) and medium-sized enterprises (between 50 and 249 employees). At European level, their numerical share is currently as follows: micro-enterprises = 90.3%; small enterprises = 6.7% and medium enterprises = 1.1%.

The SME sector is the "catalyst for economic growth" as defined by Peter Drucker, one of the parents of management, so supporting SMEs requires focus and flexibility. Increasing the competitiveness of SMEs is a key element in achieving the objectives of the EU 2020 Strategy, given that about 98% of European Union enterprises are part of this sector.

2 The situation of SMEs in Romania

In Romania, SMEs are the basic structure of the economy. Although they are the main engine of economic development, this sector faces a number of problems with a direct impact on economic competitiveness both nationally and especially at regional and county level.

The low degree of entrepreneurial culture - reflected by the relatively low density of business in all regions of Romania - is one of the main problems. This problem of the critical mass of SMEs is also influenced by the resilience of new businesses, given that two out of three new companies disappear from the market in the first year of their life. The causes are many, but the inadequate training of entrepreneurs starting a business occupies a leading place. Also, the development of an SME is limited by the reduced access to finance, by the low efficiency of the production process and the degree of innovation, but also by the weak links with its own markets.

In the previous European Union programming period, 2007-2013, SMEs received support through business incubation structures, which was insufficient. Although there are several such structures at national level, in 2012 only 10 business incubators were accredited and monitored, of which only 7 were functional, supporting 149 SMEs, with 327 jobs. According to studies, companies that have received support from incubators should be much less likely to fail in the first years of operation after their establishment, as a result of the many services that these structures should provide.

In Romania, the SME sector already represents the basic structure of the economy, holding 97.64% of the number of active enterprises in 2013-2014. This sector can be characterized by weak orientation towards productive activities, reduced access to capital, technology and infrastructure, aspects that negatively affect economic productivity.

Most of the time, business failure comes from a personal failure of the one who manages the business. The entrepreneur is the main success factor of a business, and the lack of skills and knowledge needed to run the business, the unsuitability of the entrepreneur, are elements that can lead to its failure. Romanian entrepreneurs, in addition to the fact that they do not yet have a culture of innovative business development, do not place much value on research and development. It's just that these are mandatory ingredients in the race for competitiveness! Engaging in research and development, as well as implementing innovative ideas are more difficult for SMEs than for large companies. Small businesses often lack the financial resources and in-house expertise to carry out research, and at the same time find it difficult to find a competent business partner to develop their ideas and access research and innovation co-financing programs.

Although there is no business with guaranteed success, a young entrepreneur from Romania can be closer to success if he has those qualities that make the difference in business, namely: vision, creativity, determination, passion, confidence, risk appetite and competitive spirit.

In order to increase the success rate of the future business, Romania must do more to grow a generation of entrepreneurs, with skills cultivated in business mentoring programs and in attracting external funds, with a preference for European funding dedicated to this important private sector.

Referring to the steps that an SME must follow in order to access European funds, first of all, an entrepreneur must read carefully the official documents regarding the existing financing (the applicant's guide, its annexes, the necessary declarations and commitments of the be assumed). The next step would be to become a member of an association of entrepreneurs that provides support to its members and keeps them informed about what is required of them through and within the funding provided. The third step would be for the contractor to be willing to allocate money to design the project: from the purchase of land or renting the space, to obtaining building permits and permits (if any) and finally putting into

operation the objective of investments. The next step is to think about the sustainable project, in the medium term and to have patience, to be aware that it cannot start implementing "tomorrow". Last but not least, they must choose their consultant well and respect their work, to make the difference between making an investment and putting it into operation. It is vital to know that European funds finance the realization of the investment, its commissioning depending on the amounts that the investor must hold.

The SME must expect and consider that it can invest time and money in writing a project that may not be funded. This means that he may have some expenses that he can no longer recover, such as those related to consulting or feasibility studies.

2.1 Access to public funds in CENTRU Region

The sustainable regional development must be focused on regional economic development in accordance with the economic potential, competitive and specialization plans of each county. Notable progress has been registered in the implementation of the Regional Operational Program (ROP) 2014-2020, at the level of CENTRU Region (Alba, Braşov, Covasna, Harghita, Mureş and Sibiu counties), these performances being possible mainly due to some new tools and mechanisms, which have supported the implementation of operations under investment priorities dedicated to Small and Medium Enterprises (SMEs). To these was added the experience gained by the coordination, management and control system of the ROP, as well as by the beneficiaries in the SMEs category, in the previous UE programming period 2007-2013. The general objective of the ROP 2014–2020 was to increase economic competitiveness and improve the living conditions of local and regional communities by supporting the development of business environment, infrastructure and services. Also, to ensure the sustainable development of regions, able to manage efficient resources and to capitalize on their potential for innovation and assimilation of technological progress.

In this paper, the authors designed the table below, the data being public, obtained from the analysis of projects under implementation or during the ex-post monitoring period and present the situation of the projects contracted by the private environment/SMEs on December 31st, 2020, for the CENTER Region:

Priority Axis	Investment Priority (I.P.)	Call Number	Number of contracts signed	Total Contracts Value – Thousands LEI	Requested Contracts Value (Refundable) – Thousands LEI
2	2.1A	1	249	245.665	162.496
2	2.1A	2	175	202.406	134.305
2	2.1B	1	7	89.339	47.482
2	2.2	1	139	749.852	414.059

In the period 2014 - 2020, at the level of Braşov County, the largest number of projects were implemented, compared to the other 5 component counties of the CENTRU Region. For each of the investment priorities (P.I.), out of the total number of projects, we have:

- For I.P. 2.1A Microenterprises (call I): 75 projects = 30.12%;
- For I.P. 2.1A Microenterprises (call II): 55 projects = 31.43%;
- For I.P. 2.1B - Business Incubators: 2 projects = 28.57%;
- For I.P. 2.2 / SME's: 46 projects = 33.09%.

2.2. Case studies

In order to have a greater coherence in the analysis, the following is a summary of 10 projects, sample examples of good practice, all with the location of implementation in

Braşov County. The selection criteria take into account the diversity of general objectives and how they fall within the requirements of the Applicant's Guides for Priority Axis 2 - Improving the competitiveness of small and medium-sized enterprises, namely: 7 projects funded by the I.P. 2.1A - Microenterprises and 3 projects financed from I.P. 2.2 - Support the creation and expansion of advanced production capacity and service development. The paper briefly presents the 10 projects, each with their specific objectives and different results. All have been declared completed and functional, according to the signed Financing Agreement, with all activities and indicators performed, and payments made in full (physical implementation stage and financial are 100%). The eligible activities and expenses were highlighted, as well as the criteria set out in the TFE Grid (technical-financial evaluation). The title and results of these projects are as follows:

1. *Increasing the competitiveness of a micro-enterprise through the acquisition of high-performance machinery* that aimed to acquire a number of 2 tangible assets/equipment (Plate Gluing Line and Cold Press) and the creation of 5 new jobs.

The Beneficiary has completed all 4 procedures for awarding contracts for consulting, information, publicity and supply of equipment, provided in the Financing Application, Procurement Plan section. A press release was published regarding the start of the project implementation and another one at its completion. Stickers were made, which were fixed on equipment/machinery as well as a permanent plate, which was fixed at the entrance to the project implementation location.

Regarding the Horizontal Principles:

-Equality of opportunity - achieved. The legal conditions in force are met.

-Non-discrimination - achieved. It was planned to create 5 new jobs, one of which is in the category of disadvantaged people.

-Access for people with disabilities - achieved. The location of the project implementation is on the ground floor, the access being made through large doors, about 4 m wide, which open easily and the lighting is adequate. The specific rules and legislation in force are observed.

-Sustainable development - Efficient use of resources - achieved. The equipment/machinery purchased are new, modern, with low energy consumption. The resulting waste is temporarily stored in specially arranged spaces, in bins or containers and is transported by one of the companies with which the company that owns the space has serviced contracts.

2. *Realization Aparthotel* refers to the renovation, conservation and endowment of the space destined for the aparthotel: construction works; endowments (tangible assets) - technological equipment, machinery, work installations, furniture, computer equipment, office equipment and a promotion site (intangible asset), as well as the creation of 3 new jobs.

The Beneficiary has completed all 7 (seven) procedures for awarding consultancy contracts; acquisition of construction works and aparthotel arrangements; information and publicity; audit; furniture and appliances and website promotion, provided in the Application for financing section Purchase Plan. The announcement of the start of the project was published in an online newspaper for 3 days and the one regarding the completion of the project, online announcement, published for one day.

Regarding the Horizontal Principles:

-Gender equality: achieved. The legislative norms in force were observed, both regarding the target group, the implementation team, the participation in the public procurement procedures, as well as the persons who will be employed in this project.

-Non-discrimination: achieved. 3 new jobs were provided and created, these people being part of the category of disadvantaged people. Training for equal opportunities, discrimination and sexual harassment in the workplace was conducted for all employees.

-Accessibility for people with disabilities: achieved. The legislative norms in force were observed. The building is the aparthotel is located on the main street, easily accessible to tourists. The access to this apartment is made through 2 points from the inner courtyard of the building, arranged as a recreation space.

-Sustainable development: achieved.

-Efficient use of resources: The equipment purchased reduces the carbon footprint by reducing the energy used to provide the services of this company. The selection of suppliers that promote the Energy Star system will be pursued, which means a reduction in greenhouse gas emissions, as well as energy by about 50% as well as the replacement of single-use technologies with multifunctional ones.

3. CINEMAP-The film platform aimed at designing and developing the CINEMAP online platform.

All the planned award procedures have been completed and the CINEMAP online platform has been developed, this being the only investment provided in the project.

5 new jobs were created and 5 people with full-time employment contracts were hired for an indefinite period, 2 of the newly hired people are part of the disadvantaged category and the total number of employees is 15. The indicator provides for the achievement and maintenance of an average number of 11 employees, the achievement and maintenance of the indicator will be monitored in the ex-post implementation period. A press release was published regarding the start of the project implementation and one regarding the completion of the implementation. A temporary information poster was made and placed at the project implementation location, replaced with a permanent panel.

With regard to the Horizontal Principles, the beneficiary has provided and implemented the following:

-Gender equality: compliance with the legal provisions in force - achieved.

-Non-discrimination: hiring two people from the category of disadvantaged people - achieved.

-Accessibility of people with disabilities: no actions or investments are provided in this regard.

-Sustainable development: energy efficient lighting sources are used (before applying for funding), recyclable waste is stored in special containers and handed over to the employed company, cartridges and toners are handed over to specialized collection centers and for household waste there is a contract with sanitation services company (of the property owner) - realized.

4. Increasing the competitiveness of a micro-enterprise by developing the activity of architecture refers to the acquisition of 36 tangible assets (technological equipment, IT equipment, furniture, human and material protection systems) and 7 types of specialized computer applications and programs/software and creating 3 new jobs.

The Beneficiary has completed all 4 award procedures, provided in the Grant Application, Procurement Plan section. The announcement of the start and the announcement of the end of the project was published on a local news site, 3 days at a time, each.

With regard to the Horizontal Principles, the beneficiary has provided and implemented the following:

-Gender equality: compliance with legal provisions in force - achieved;

-Non-discrimination: the employment of 3 people, of which at least 1 is in the category of disadvantaged people - achieved.

-Accessibility for people with disabilities: achieved. The project implementation location has facilities for people with disabilities, facilities that will be improved in the coming years, such as: entrance doors to buildings that allow easy access; switches and utilities are located at an optimal level of height;

-Sustainable development: achieved. State-of-the-art computer and technological equipment (lighting fixtures) were purchased, with low energy consumption and low noise level; the waste is temporarily stored in specially arranged spaces, in bins or containers and is taken over by the means of transport of the company with which a contract was concluded for an indefinite period, starting with 2017, and household waste is permanently deposited in an ecological landfill.

5. *The endowment with equipment specific to the company object of activity* aimed at purchasing an excavator, a backhoe loader and a photovoltaic lighting system type mobile pole as well as the creation of 3 new jobs.

The Beneficiary has completed all award procedures and concluded the related contracts. A press release was published regarding the beginning of the implementation and one regarding the completion of the project implementation, online, in a national newspaper, one day for each one.

The project created 3 new jobs, without specifying their gender, of which at least one person will be in the category of disadvantaged people.

The equipment purchased is new, incorporating modern, energy-efficient technologies.

6. *The development of a company's activity by equipping it with specialized equipment* aimed at acquiring 8 tangible assets for organizing recreational and fun events and team-buildings but also a complete kit with solar battery, photovoltaic and creating 3 new jobs.

The Beneficiary has completed all 11 procedures for awarding the contracts provided in the Financing Application, Procurement Plan section. All the equipment for recreational and fun activities and those that use alternative energy sources, respectively the kit with solar battery, were received and put into operation. A press release was published regarding the start of the project implementation and one at its completion. The permanent board was made, which was placed at the place of implementation of the project.

Regarding the Horizontal Principles:

-Gender equality - achieved, complying with the legal provisions in force. Of the total newly created jobs (3), at least 1 job was allocated to persons identified as disadvantaged.

-Non-discrimination - achieved. The beneficiary declares that it offers the possibility of using the new equipment by people with locomotor disabilities.

-Accessibility for people with disabilities - achieved. In order to provide equal opportunities for people with disabilities, some of the equipment / endowments purchased can be used by people with disabilities.

-Efficient use of resources - achieved. All equipment purchased is energy efficient equipment, the segway works for example with an electric motor on batteries. Plate shooting equipment is also functional based on rechargeable batteries. At the same time, the solar kit with battery will facilitate the use of electronic devices used in teambuilding events, at the location of the recreational event by using solar energy.

7. *Acquisition of equipment for the manufacture of sterile medical devices* refers to the acquisition of 13 modern equipment (7 technological equipment and 6 IT equipment), 3 intangible assets (3 types of software) and the creation of 5 new jobs.

The Beneficiary has completed all 12 award procedures: the consultancy contract for the project management and the contract for information and publicity, provided in the Financing Application, the Procurement Plan section. A press release was published

regarding the start of the project implementation and one regarding its completion. The permanent plate was fixed at the new project implementation location and the stickers were fixed on the purchased equipment.

Regarding the Horizontal Principles:

-Gender equality - achieved. Respect for the principle of gender equality is also demonstrated by the implementation of the principle of equal treatment between women and men in terms of access to goods and services and the provision of goods and services. It is also worth mentioning that the beneficiary provided that, out of the 5 new employees, at least 2 people will be female, the gender affiliation being maintained for the duration of the project. All employees, regardless of gender, benefit from the same treatment and social protection according to the legal provisions.

-Non-discrimination - achieved. The Beneficiary shall take all necessary measures to ensure the accessibility of the beneficiaries, without discrimination on grounds of race, nationality, ethnicity, social status, sex, sexual orientation, religion, age, medical condition or other discriminatory criteria.

-Accessibility of people with disabilities - achieved, according to European and national norms and legislation in the field. Access to the productive space is at ground level and there are no other level differences that would require adaptation measures for the accessibility of people with disabilities.

-Efficient use of resources - achieved. All equipment purchased is energy efficient equipment and equipped with systems to improve the quality of the environment. The project produced products with an impact on the management of medical waste (major reduction in the amount of medical waste and prevention of its production by reuse) and on the preservation of human health (elimination of the risk of medical contamination and major reduction of nosocomial infections in patients)

8. *The diversification of a company's activities in the field of fitness services* aimed to diversify the company's activity in the field of fitness services and the sustainable development of the new fitness activity by purchasing 52 types of state-of-the-art equipment, a set of solar panels, a set of lighting fixtures, a platform for the disabled and a software for the reception

All 41 procurement procedures were started and assigned, for: furniture set; set of command and control systems; stairmaster/cardio equipment set; whirlpool, set of IT equipment and receptive software; sauna; tatami set; kangoo equipment set; rubber floor set; spinning bicycles; real ryder bicycles; thermal power plant; set flowin; set khai bo; generator; platform for people with disabilities; trx and rip trainer equipment set; set trampoline jumping; gym equipment set; cardio equipment set; fight equipment set; crossfit gym equipment set; mattress set, boss equipment, step equipment; circuit equipment set; functional, 1 k, gym equipment 2, aerobics room equipment 2; antigravity yoga equipment set; solar panel set; lighting fixture set; MMA cage; bar equipment; air conditioning and circuit equipment set; command and control system set 2; crossfit hall equipment set 2; device for monitoring the level of physical activity. All equipment and endowments (tangible and intangible assets) were purchased, received and put into operation. An announcement was given for the start and one for the completion of the project, in an online daily, for 3 consecutive days.

With regard to the Horizontal Principles set out in the Application for Funding, the following have been achieved:

-Gender equality: compliance with the legal provisions in force regarding equal opportunities and treatment between women and men in the field of employment and work. Within the company, the organization and functioning regulation (ROF) ensures provisions regarding equal opportunities and sanctions for their violation, while ensuring the full participation of each person in work and training, the application of a unitary performance evaluation system

for all employees on the same hierarchical system, equal opportunities for promotion, unitary and non-discriminatory salary system and the granting of other monetary rewards, employment conditions that comply with health and safety regulations.

-Non-discrimination - achieved. The organization and development of the company does not make any distinction, exclusion, restriction or preference, based on race, nationality, ethnicity, language, religion, social category, beliefs, disability, membership of a disadvantaged group. It takes in consideration any other criterion which has as its object or effect the restriction, removal of the recognition, use or exercise, on equal terms, of human rights and fundamental freedoms or the rights recognized by law. Five new jobs have been created, of which at least one is occupied by one person from the category of disadvantaged people.

-Accessibility of people with disabilities: achieved. A platform for the disabled was purchased in the gym, thus helping people suffering from a motor illness to get inside both buildings of the fitness center.

-The polluter pays: done. The company selectively collects waste, the resulting pets being deposited in separate landfills and then stored at sanitation agencies that collect selectively. A service contract was concluded for the collection of non-hazardous recyclable waste generated by the beneficiary from its own activities.

-Efficient use of resources: achieved. The beneficiary purchased solar panels for heating so as to create the energy independence of the fitness functions.

9. Dental clinical extension and dental radiology in Braşov refers to the acquisition of a number of 15 types of tangible assets (state-of-the-art equipment, IT equipment), a set of solar panels and 2 software: a clinical management software / patients and a dental imaging software (Stiching type) and internationalization-participation activities at fairs.

The Beneficiary has completed all 12 contract award procedures for: consulting; advertising; international trade fair participation services; purchases of dental equipment and IT equipment; purchase of solar panel set and purchase of software and certification of medical services, provided in the Application for funding-section Procurement plan. A press release was published regarding the beginning and another at the end of the project implementation, in an online publication, for 3 days. The internationalization activity included the participation in the Berlin Fair, in March 2019, at which the company had a stand of 9 m and at which the main services and facilities of this clinic were presented.

Regarding the Horizontal Principles:

-Gender equality: compliance with the legal provisions in force-achieved;

-Non-discrimination: compliance with the legal provisions in force. The project envisages the creation of 3 new jobs, one of which was occupied by a person from the category of disadvantaged people.

-Accessibility of people with disabilities: achieved. The clinic has facilities such as: access ramp; handle space; toilet for the disabled. The technological equipment purchased can also be used by people with disabilities, as they have automatic technology. Patients in wheelchairs can also work on the new dental units. A mobile unit for non-transportable patients and an anesthesia machine were also purchased to perform operations, including on patients who do not accept long-term treatment;

-Sustainable development and efficient use of resources: achieved. The purchased dental equipment aims to minimize the amount of waste produced; a system that uses solar energy to heat domestic water has been purchased; Dental units have as LED the LED lamp which is 66% less energy consuming.

10. Equipping the Screen Printing House with a professional offset Printing Press which refers to the acquisition of a professional offset printing press and the creation of three new jobs.

The beneficiary has completed all 11 award procedures for the contracts: consultancy (on the realization of the business plan and project management and the one for the elaboration, organization and development of procurement procedures; information and publicity service; audit service; presentation site with online store; implementation / certification of ISO 9001 system; procurement of equipment (battery capacitors, professional offset press); graphic stations; software for the operation of the professional offset press and for the hall access door. the place of implementation of the project.

Regarding the Horizontal Principles:

-Equality of opportunity - achieved. This principle was respected both in terms of the implementation team; present and future suppliers of the company; the target group of the project and the recruitment, selection and employment process for the 3 new jobs created.

-Non-discrimination - achieved. The legal provisions in force were observed.

-Accessibility for people with disabilities - achieved. The newly purchased equipment and their state-of-the-art technologies make it usable by people with disabilities. The access door to the hall allows access for people with locomotor disabilities.

-Sustainable development and efficient use of resources - achieved. The equipment purchased reduces the carbon footprint by reducing the energy used and their technology offers an efficient use of paper, paper that will be certified: FSC, SCI and PEFC. Thus, the aim was to reduce and reduce waste in the company's operations and products, with the possibility of reuse and recycling. The purchased condenser battery significantly reduces electricity consumption, and the professional offset press equipment has much lower cleaning and maintenance substances.

3 Synthetic aspects

From what is presented briefly, it can be seen that for "micro-enterprises" investments in tangible assets have been and are being supported, such as those related to land and space, new constructions or modernization and expansion of existing production and services, necessary for specific activities, endowment with equipment, as well as investments in intangible assets such as software, licenses and other similar rights and assets. In terms of equipment, the acquisition of IT equipment, computing equipment, technological equipment, machinery, machinery and work equipment - including related software, measuring, checking and regulation equipment and installations necessary for carrying out the activities for which funding was requested. The financing is also for the endowment with office equipment necessary for the normal development of the activity, the creation of sites for the presentation of the company and the products or services promoted, including online sales tools, trade facilitation and specific innovations, the necessary steps for going through and implementing the certification process of specific products, services or processes, participation in international fairs and exhibitions, as well as investments in adapting the technological production processes of certification and standardization systems, specific to export markets.

Although the ROP financing offer is favorable to the expansion of internationalization activities by diversifying the types of eligible activities, the demand from SMEs is limited to stimulating exports by participating in fairs and exhibitions and producing and disseminating promotional materials or building websites and e-commerce platforms. Last but not least, the purchase of specific installations or equipment in order to achieve energy savings, as well as systems that use renewable and alternative energy sources to streamline the activities for which it has applied for funding, has been and is being funded.

Depending on the category to which SMEs belong, they have distinct needs. Therefore, consideration should be given to adapting the types of support to these different needs. Regarding other areas in which the SME sector is targeted in terms of financing, not necessarily European, dedicated to these beneficiaries who suffered so much in 2020 and who need help more than ever, we can highlight the AGRO SME INVEST Program: Loans for working capital and investments in agriculture, fisheries (fishing, aquaculture) and the food industry. This program will modify and complete the State Aid Scheme to support the activity of SMEs in the context of the economic crisis generated by the COVID-19 pandemic, appearing the opportunity to grant a grant of maximum 10% of the requested loan amount. The Program Administrator is the SME Credit Guarantee Fund (FNGCMM). The Ministry of Public Finance subsidizes the value of the risk commission, the administration commission and the interest in percentage of 100%, as well as the non-reimbursable component amounting to a maximum of 10% applied to the value of guaranteed financing. The Credit institutions may grant, at the request of beneficiaries, to a maximum of 24 months for the repayment of the principal loan, which shall be made in at least two installments per year. By implementing this scheme, in the near future, it is estimated that state aid will be granted to approximately 59,000 beneficiaries.

4 Conclusions

The main conclusion is that investing in SMEs is necessary as it is now focused on technological modernization! Beneficiaries have so far learned what to do with public money, namely European funding, obtained on a competitive basis; consulting costs have fallen, while their ability to negotiate with equipment suppliers has increased.

From the presented, it can be seen that the ROP proposes financing solutions based on the distinct needs of SMEs. Equally, the ROP is only one of the financial instruments for implementing public policies to support the development of SMEs and cannot come up with financing solutions for absolutely all their problems in all sectors of the regional or national economy. Other financing instruments that can be mentioned are: short or medium term bank loans (offered by banks with Romanian and/or foreign capital); non-bank loans for business (SME loan) to cover working capital, as well as for making investments; non-bank loans for agriculture (include refinancing of loans received from other institutions.).

Undoubtedly, the quality of the guidelines specific to the various calls has increased from year to year. The corrections that have been made and the improvement of the guidelines prove that there is a learning process that the implementation system is still going through, along with the understanding of the specifics of the SME sector that it finances. A more participatory and proactive approach in preparing guides could remove some of the planning mistakes.

SMEs aim to make the most of the opportunities that appear on the market, including those of financing. The mobility of their demand is high. Thus, it is observed that a company can benefit from a number of advantages of these business relocations: increasing the number of active business units, jobs for a certain period, the introduction of new business management practices, local taxes and fees, etc. Despite all these presumed benefits, it is observed that SMEs that have their registered office in less developed regions and the place of implementation in Braşov County are concerned with a series of questions regarding the objective of reducing county/regional disparities. Thus, in the perspective of 2021+, sustainable regional development must focus on regional economic development in accordance with the economic potential and competitive development and specialization plans for each county.

An important role in achieving this goal is the transfer of technology, defined as a broad group of processes through which the transmission of scientific or technological information

(general, specialized or patented), the transmission of techniques and industrial experience, new equipment. and so on between different parties involved, including the “first violin”, at the level of Braşov County, SMEs are recognized. In short, through the transfer of technology, information or technology is transferred from the author to the beneficiary, from the source to the receiver. In general, the object of the transfer may consist of: manufacturing technologies, product technologies, management techniques (design and management), service delivery procedures.

Support measures in the next program 2021-2027 for increasing economic competitiveness aim to target SMEs with high growth potential, entrepreneurial partnership structures, including informal ones, innovative clusters and upstream value chains. The target is to better focus the eligibility of activities on the areas of specialization of the development regions, so that the investment is not dissipated on a long list of sectors of activity.

Technology transferability is affected by small local markets; constraints on raw materials or materials; the lack of the necessary skilled workforce and, last but not least, the underdeveloped infrastructure. Thus, except for the simplest transfers, the technologies will generally have to be modified in order to become adequate to the new industrial environment and to the typology of the existing SMEs in each region of Romania.

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