



AgroTransilvania Cluster

AGROTRANSILVANIA CLUSTER

AGRO – FOOD –IND Napoca Cluster (AgroTransilvania Cluster), set up in 2013 at the initiative Cluj County Council, is an association of 70 member organizations – agri-food producers, traders, cooperatives, which together with local authorities, chamber of commerce, university and research institutes from the North-West Region of Romania – which promotes collaboration between business entities in the agricultural industry and encourage the competitive restructuring of the sector.

The cluster was awarded Bronze label in 2014 by the European Secretariat for Cluster Analysis with the support of the North-West RDA and was awarded Silver label in 2016.

Among many national and European funded projects, the cluster decided to act dynamically in the business sector and a company that run business activities in the common interest of its members, based on their collaboration.

TRANSILVANIA ACASA / Back home to Transylvania – joint commercialization model that allowed local producers to sell own products in supermarkets, under the umbrella of the clusters but keeping own brand. Negotiations with two global supermarkets present in Cluj-Napoca were held by the management of the cluster, on behalf of all cluster members.



Currently *Transilvania Acasa* by AgroTransilvania Cluster isles are located inside the two biggest shopping centers in Cluj-Napoca, one placed before the entrance of Auchan hypermarket and the other inside Carrefour hypermarket.

<http://agrocluster.ro/en/>