

# Arad

## Gateway to western Romania



### Vision

To transform Arad's potential for economic growth and alignment to the digital economy through proactive collaboration between local players who are genuinely involved. Refresh its attractiveness to its citizens and other interested parties through the innovative use of data and technologies to solve problems.



178,337

Population



1,5%

Unemployment Rate

3/9

Digital Maturity

Key sectors of the local economy:

Services  
Manufacturing  
Construction

### What are the future goals?



Arad wants to create a favorable living environment for its citizens and businesses, as well as gaining visibility at European level as a smart and green city and a touristic destination of choice.



Create a favorable business climate with actors being closer to each other, notably thanks to technology. Facilitate the dialogue between companies and universities.



Arad wants to create various platforms with different purposes: tourism, business innovation and digital transformation  
Arad wants to provide E-services through a platform to facilitate the communication between citizens and the authorities. Digitax is one of the tool that would improve life quality of citizens.

Arad has defined action plans and digital solutions that still need to be implemented to impact Mobility (smart transport system to reduce congestion and carbon emission), Connectivity (e.g. more hotspots) and Energy efficiency (e.g. Smart Lighting system).



Arad wants to support the local business environment and the entrepreneurship by creating tools to promote and inform on the investment opportunities, assets available and regulations in place.



Arad wants to strengthen the creation of a digital ecosystem around academia.



Arad wants to open access to data through the launch of open data platforms.

### What is happening today?



The City of Arad developed the Integrated Urban Development Strategy (SIDU) 2014-2030. It has a clear strategy, goals and solutions they want to implement by 2020 in areas such as urban mobility, green spaces and energy.

Arad benefits from resources provided by EBRD, IBRD and European Funded for large-infrastructure projects.

Arad deploys a Business Intelligence internal platform to support analysis and decision and use it as a demonstrator of digital potential.



The Chamber of Commerce organizes digital transformation events to create awareness in the business community.

The Municipality of Arad together with 2 universities founded the Regional ICT Clusters.

Furthermore, with Thempuls Association ( a regional center for innovation and technological transfer) Arad has organized three editions of the Regional Innovation Fair at Arad Expo to raise awareness of digital potential among Innovators and entrepreneurs and to promote the local network of companies, research centers and universities



In Arad, a group of architects created a training center to provide digital tools to artists and/or architects.



A fiber-optic infrastructure equips the city. Citizens enjoy wireless network and Wi-Fi in certain spots in the City.

An E-ticketing System is being developed for the urban public transport, financed by EBRD.

Public lighting system is being modernized and will benefit from the smart lighting solution, i.e. control through a digital system > To improve security and traffic in the City, the smart video surveillance system will be extended to new locations.

Arad invests in workspaces and incubators to offer public access to develop projects requiring technological infrastructure.



European Commission

The Digital Cities Challenge is funded by COSME, the EU programme for the Competitiveness of Enterprises and SMEs