



## Cluster sheet: **ICONIC - Interactive Cluster of New-Media Industry**

Name of cluster:	[RO] <b>ICONIC</b> [EN] <b>INTERACTIVE CLUSTER OF NEW-MEDIA INDUSTRY – CITY OF IASI</b>
Geographical location:	[Country] <b>Romania</b> [Region] <b>Iasi, North-East Region</b>
Sector	• Information and communication technologies / ICT
Specialisation within sector:	• Online products and services
Founding year of cluster:	2012
Number of cluster members:	23
Thereof (today / at establishment of cluster):	<ul style="list-style-type: none"> <li>• medium-sized companies 1 / 0</li> <li>• small companies (&lt;50 employees) 3 / 0</li> <li>• micro companies (&lt;10 employees) 14 / 10</li> <li>• universities, technical colleges 1 / 1</li> <li>• training and education providers 1 / 0</li> <li>• public bodies and intermediaries (policy makers, public administration bodies, associations, agencies, chambers) 3 / 3</li> </ul>
Total number of employees in company cluster members (today / at establishment of cluster):	200 / 40
Annual turnover (total of all company cluster members):	1.000.000 €
Average export rate of company cluster members:	5%
Average R&D rate of company cluster members:	2,5%
Legal form of cluster organisation:	Registered association
Owner of cluster organisation:	Arhipelago – company specialized in web publishing
Cluster main objective:	• Increasing the innovative capacity of the regional economy
Cluster management staff:	4
Cluster main activities:	<ul style="list-style-type: none"> <li>• Networking and international connection</li> <li>• Easier access to training</li> <li>• Transfer of know-how</li> <li>• Lobby</li> </ul>
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