

ACTIVITY REPORT / 2015

In 2015, the AMFITEATRU Foundation consolidated its expertise in its main fields of activity (creative industries, tourism, healthcare, human capital), capitalizing on previous achievements and new opportunities.

Creative Industries

- Finalization and installation of the project "Identities and experiences of communities" (8 newly established SES, multiple websites, mobile applications, photo albums, guides, etc.).
- Organization of the "Caleido" International Interethnic Theater Festival.
- Events to highlight human potential through the program "People of Change" (VIP Awards and Superlatives).
- National Salon of Tourist Photography.

Tourism and Healthcare

- The program "Amphitheater for Health Tourism" was focused on capitalizing on the potential of the health tourism cluster "Romania Health". This is registered on the clustercollaboration.eu portal – a platform that brings together clusters from the European Union.
- Working meetings were organized with the main public authorities involved in the field of health tourism and in supporting the activity of entities in the field (Interministerial Group for Health Tourism, ANMCS, Ministry of Energy, SMEs and Business Environment, Ministry of Foreign Affairs, Ministry of European Funds, etc.) to develop programs and projects contributing to the development of cluster members, as well as proposals for tax facilities necessary for the development of the field (including regarding European funds and state aid, analysis of the VAT situation for investments, etc.)
- Participation in the Annual Meeting of Romanian Diplomacy to present the opportunities offered by cluster members in order to promote our services through Romanian diplomatic missions worldwide.
- Working visits carried out at the cluster's member units, with over 500 physicians (specialists, family doctors, representatives of professional organizations, journalists, etc.) participating.

- Working visits abroad for cluster members and representatives of public authorities in the sector to develop strategic partnerships; thus, in partnership with the Ministry of Health in Turkey, the Romanian delegation took part in a health tourism event and a series of visits to prestigious medical units in the host country (with the support of ATMR).
- Participation in the INTEC International Medical Tourism Fair held on October 7–8 in Dubai (with the support of ATMR).
- Delegation exchanges with the health tourism cluster in Montenegro, which materialized into a cooperation agreement and the establishment of the Balkan Health Tourism Cluster.
- Discussions regarding other partnerships with international clusters, notably laying the foundations for a partnership with the Polish cluster ECDF mKlaster, alongside whom future projects targeting both states will be developed.
- *In May 2015, the website <https://healthromania.com/> was launched – a web platform designed to promote the main medical units in Romania among international patients.
- To promote the expertise of cluster members, professional-scientific events were organized. In this regard, the conference series "Innovation and Quality in Specialized Medical Assistance" was initiated, accredited by the Romanian College of Physicians (CMR). The first event took place in May in Bucharest, focusing on oncology medical services.
- Financing and organization of the 6th and 7th editions of the International Health Tourism Forum.
- Ensuring the conditions for visits by opinion leaders (both Romanian and foreign) to member medical units of the cluster.

It is worth noting that the activities mentioned above represent the materialization of ongoing processes, involving the exchange of information, meetings, and the development of collaborative relationships, the elaboration of materials, and permanent documentation regarding internal and international trends in the field, as well as programs/projects and events that may interest cluster members.

Human Capital

- Over 3,000 graduates of courses for which we hold accreditation.
- Over 5,000 participants in workshops, job fairs, entrepreneurial counseling, etc.
- Around 500 people were employed as a result of the implementation of various projects.

Management and Consultancy

- Management of the "Romania Health" cluster.
- Establishment of the "Glocal Romania" cluster.
- Establishment of the Balkan Health Tourism Cluster (together with the health tourism cluster from Montenegro).
- Preparation, documentation, and writing of projects for cross-border cooperation programs.
- Finalization of 9 projects with European funding.

Scientific Activity

- Studies on communities for the development of projects/programs/development strategies.
- Editing of the publication *International Journal for Responsible Tourism*.
- Elaboration of the tourist marketing strategy for Călărași County.