

EUROPEAN DIGITAL CITY BASED ON THE SVN CONCEPT



ORASUL DIGITAL EUROPEAN DUPA CONCEPTUL SVN



Dorin FLOREA

- Mayor of Tirgu Mures City
- Vice-President of the Romanian Association of Municipalities
- Elected since 2008, the 4th mandate in administration

TIRGU MURES CITY

- One of the 40 leading municipalities in Romania
- Located in the center of Romania, the well-known “Transylvania” province



Dorin FLOREA

- Primar al Municipiului Tirgu Mures
- Vice-Presedinte al Asociatiei Municipiilor din Romania
- In functie din 2008, aflat la al 4-lea mandat in administratie

ORASUL TIRGU MURES

- Una dintre cele 40 municipalitati resedinta de judet din Romania
- Situat in centrul Romaniei, in regiunea Transilvania





ROMANIA 20 YEARS AGO ...

- First steps to democracy (1989)
- A 45-year gap related to the Western European countries

ROMANIAN CITIES UNTIL PRESENT

- Recovering the gap
- IT&C was not a priority

TIRGU MURES CITY

- Strong efforts to modernize and develop the infrastructures
- Today Tirgu Mures is one of the most reformed and modernized Romanian cities



ROMANIA CU 20 ANI IN URMA ...

- Primii pași spre democrație (1989)
- Decalaj 45 ani fata de tarile Europei de Vest

ORASELE DIN ROMANIA PANA IN PREZENT

- Recuperarea decalajului
- IT&C-ul nu a fost una dintre prioritati

TIRGU MURES

- Eforturi intense de modernizare si dezvoltare de infrastructuri
- Astazi Tirgu Mures este unul dintre cele mai reformate si modernizate orase din Romania





TIME FOR CHANGE

- Time has come for any local administration to prioritize the IT&C developments
- IT&C is the engine of the local economic growth
- The electronic services are certain and solid sources, important saving generators
- Savings are measured in thousands up to millions of Euro monthly.

LOCAL GOVERNMENTS TO OFFER

- Efficient IT&C systems, interoperable and secure
- Easy to use services, which shall make the citizens lives easier and with a higher comfort level



TIMPUL SCHIMBARII

- A sosit timpul, pentru orice administratie locala, sa prioritizeze sectorul IT&C
- IT&C-ul este motorul cresterii economice la nivel local
- Serviciile electronice sunt surse certe, palpabile, generatoare de economii importante
- Economiiile sunt exprimate in sute, mii, pana la milioane de euro lunar.

ADMINISTRATIILE LOCALE TREBUIE SA OFERE

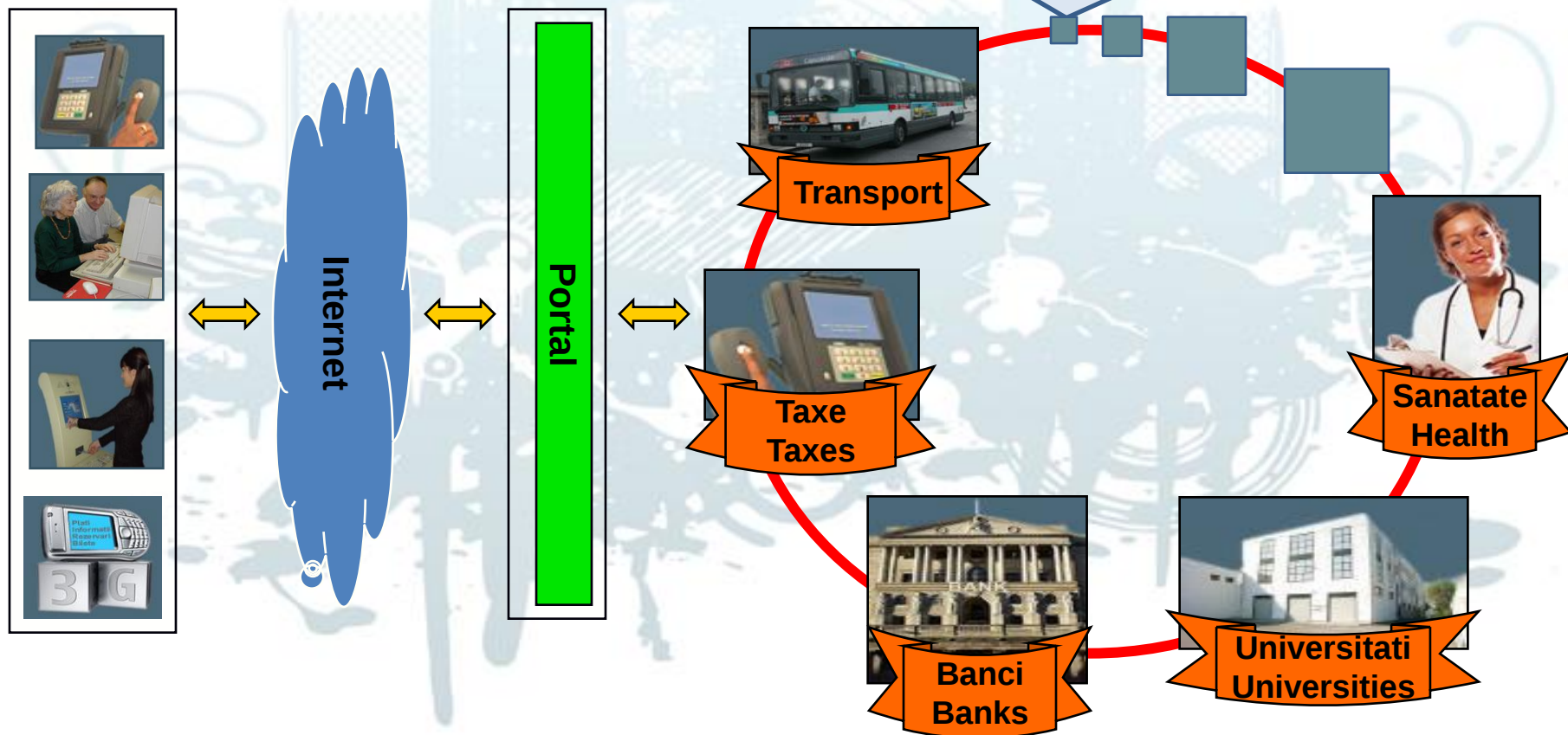
- Sisteme informatice eficiente, interoperabile si sigure
- Servicii usor de utilizat, care sa usureze viata de zi cu zi a cetatenilor, cu un grad sporit de confort.



Peste 300 servicii publice & public-private identificate la nivel local



Over 300 public & public-private services identified at local level



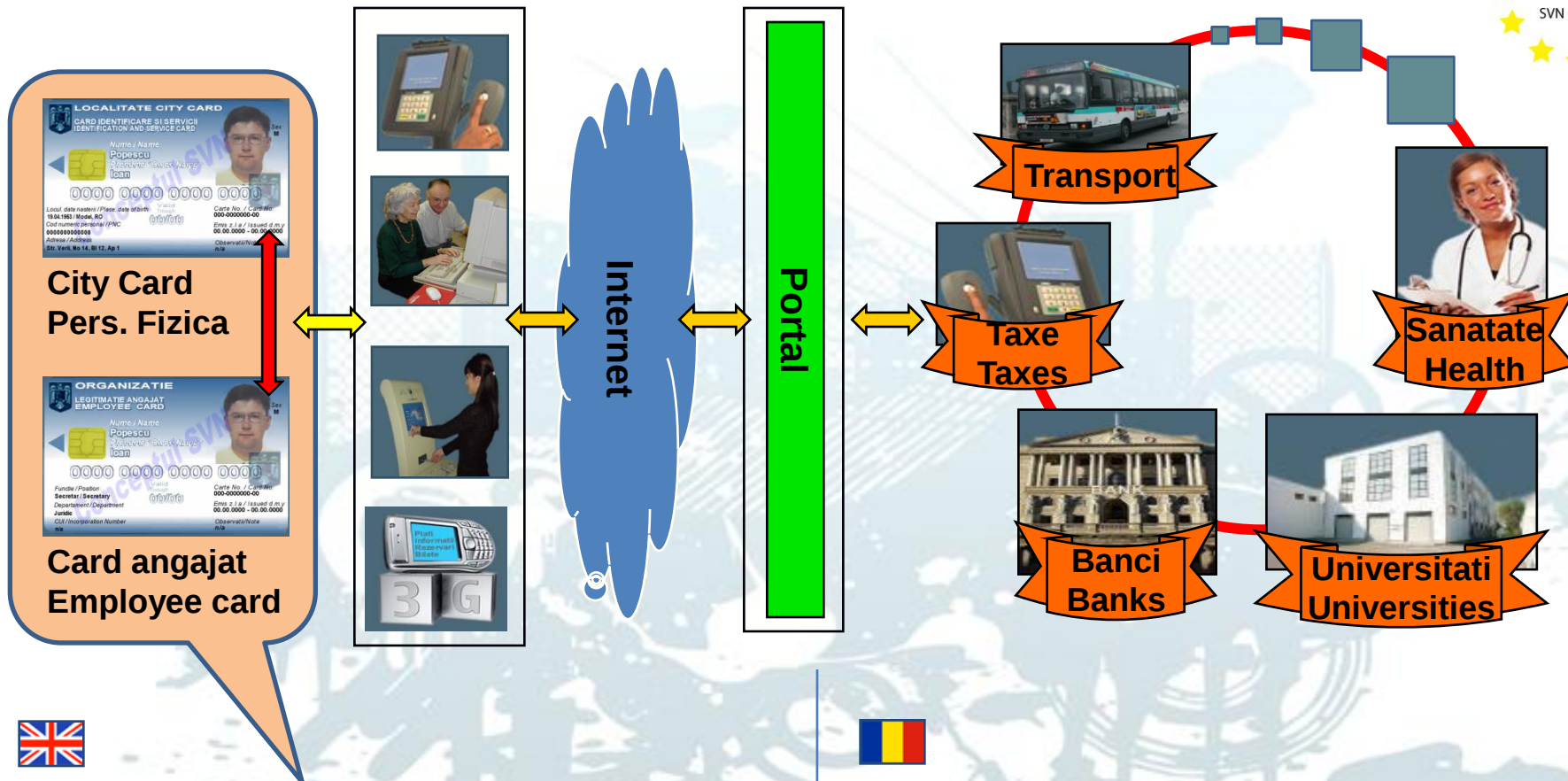
+1 milion Euro / luna economii la nivel local, intr-un prim stadiu



+1 Million Euro / month savings at local level, in a first stage



TIRGU MURES



- Last generation technology - a world premiere at Tirgu Mures;

SVN Concept

- EMV Standard (Europay, Visa, MasterCard) + EMV Contactless Standard
- Electronic signature, qualified L455/91, EU93

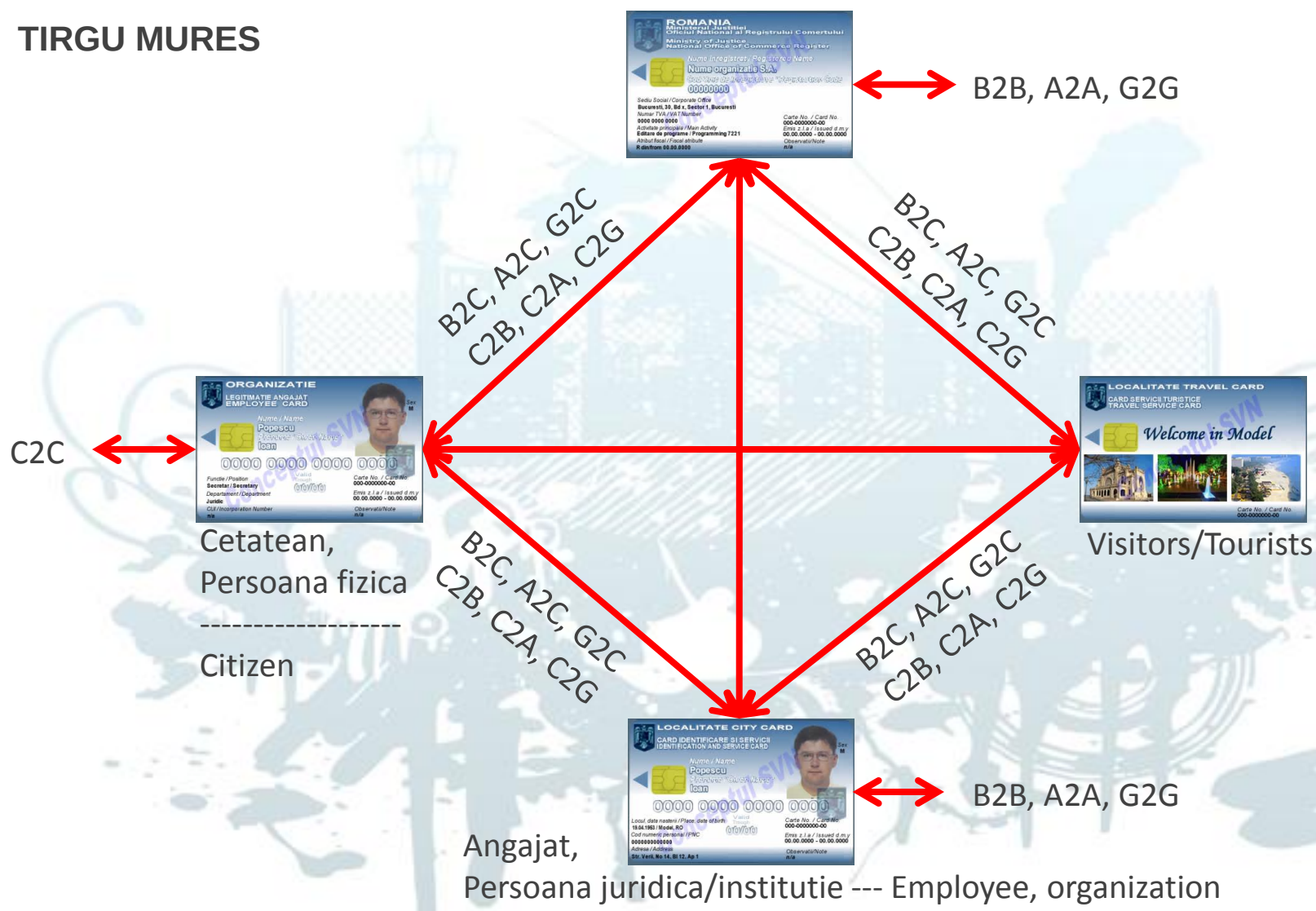


- Tehnologie de ultima generatie, in premiera la nivel mondial la Tirgu Mures;

Conceptul SVN

- Standard EMV (Europay, Visa, MasterCard) + Standard EMV Contactless
- Semnatura electronica, calificata -L455/91,EU 93

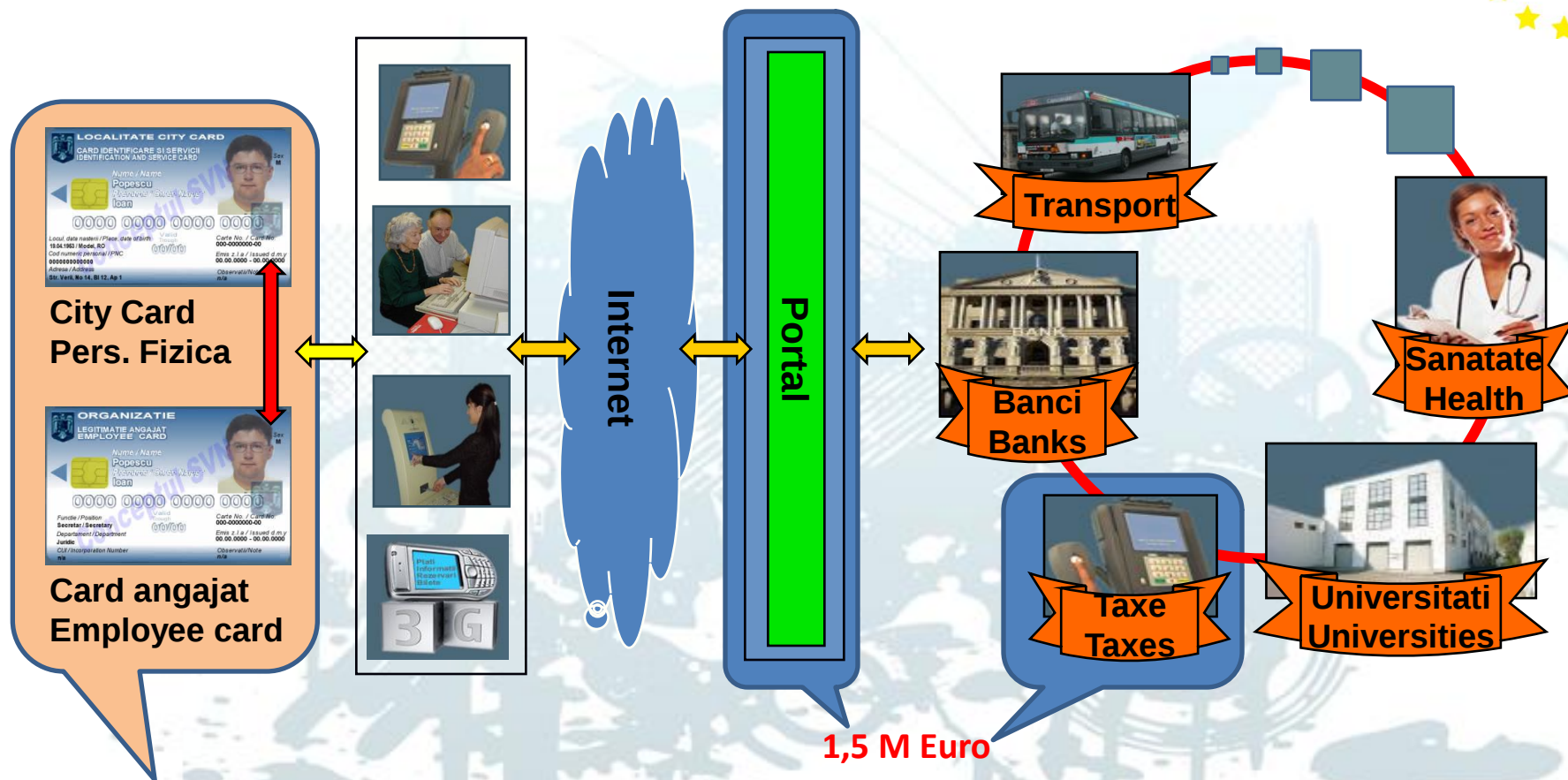
TIRGU MURES



SVN CONCEPT
 Unique solution for TOTAL INTERACTION between citizen, business and local administration



CONCEPTUL SVN
 Unica solutie pentru INTERACTIUNEA TOTALA intre cetatean, mediul de afaceri si administratia locala



The card infrastructure,
financed by the banks



The IT&C infrastructure, financed by structural funding, EU programs,
own support & other sources

Infrastructura bancara
finantata de catre banci



Infrastructura IT&C finantata prin fonduri structurale, programe
europene, autofinantari & alte surse



EUROPEAN DIGITAL CITY

- We are aware that this is a very ambitious and large project, its results will be visible only in about 2-3 years.
- As mayor, I commit to carry through this project, to dedicate time and efforts to guarantee the good implementation of this project
- I am determined to encourage innovation, to develop the IT&C sector of Tirgu Mures that can pick up the necessary workforce in the future for sustaining and managing the public services – technology park.
- Also, a key part of the system is an interactive digital television through which the citizens of Tirgu Mures will be able to benefit from electronic services.

COLLABORATION AND CONSULTATION

- The banking and financial environment;
- Private IT&C environment from Romania and abroad;
- Central administration;
- Civil society



ORASUL DIGITAL EUROPEAN

- Suntem constienti ca este un proiect foarte mare si ambitios, ale carui rezultate vor aparea doar peste 2-3 ani
- Ca primar ma angajez sa-l implementez, sa imi dedic timp si sa depun eforturi sustinute pentru bunul mers al proiectului
- Sunt hotarat sa incurajez inovatia, sa dezvolt sectorul IT&C din Mures care sa preia forta de munca necesara in viitor pentru sustinerea si managementul serviciilor publice – parc tehnologic
- Nu in ultimul rand, in cadrul sistemului, unul dintre subsisteme va fi o televiziune digitala interactiva prin care cetatenii din Tirgu Mures vor putea beneficia de servicii electronice

CONSULTARE SI COLABORARE

- Mediul financiar bancar;
- Mediul IT&C privat din Romania si strainatate;
- Administratia centrala;
- Societatea civila





I would like to thank you on behalf of the citizens of Tirgu Mures and we are warmly waiting for your visit!



Va multumesc in numele locuitorilor din orasul Tirgu Mures si va asteptam sa ne vizitati!

Dorin FLOREA
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