

Press release

Sings of unfreezing:

This is the first year when companies anticipate massive investments in human resources

Cluj Business Days: A comparative study Cluj vs. Bucharest

Bucharest, 24 November 2016

*After many successful editions, a new Business Day event dedicated to entrepreneurs and managers in Romania will take place on 14-15th of December, in Cluj-Napoca, at Impact Hub-Liberty Technology Park. **The event's main theme will be the digital transformation and the effects it has on us as individuals, as a society and especially on the organization from the economic environment.** Among the two days, there will be discussions about the main trends that describe our times and about what are the opportunities and challenges generated by the technology-driven phenomenon.*

Specially for this edition, the organizers have conducted in the period October – November 2016 a comparative study Cluj versus Bucharest regarding **the impact of the disruptive factors of the digital revolution on the work market and on the needs of skills and abilities**

development in the personnel in Cluj, on a sample of 274 human resources managers, CEOs, general managers and entrepreneurs.

The study shows that the change factors that will strongly affect the labor market on the short term (until 2020) are: the rise of aspirations and the impact women have in economy, the raise of inadaptability of the young population to the changes in the labor market, the tendency to change the work pattern to a more flexible schedule, the geopolitical volatility and fast urbanization – the latter having the tendency to slightly stabilize on the medium and long term.

The change factors on the medium term (until 2030) are: the development of the middle class, the increase of life expectancy and the population aging, changing the way we work, political volatility and the increase of the impact women have on the economy.

According to the study, the main strategies the companies from the region will embrace in order to adapt to the changes taking place in the labor market are many: investments in the development of the employees' abilities (*78.5% in Cluj against 67.9% in Bucharest*) and internship programs for young people (*69.2% in Cluj against 64.3% in Bucharest*), partnerships with providers of training and personal and professional development (*56.9% in Cluj against 50% in Bucharest*), partnerships with educational institutes for adapting the curriculum to the new reality and developing specific programs to help graduates integrate better on the labor market (*50.8% in Cluj against only 28.6% in Bucharest*).

Unlike managers and entrepreneurs in Bucharest, the ones in Cluj are less open to hiring older staff, virtual collaborators or to resort to outsourcing solutions, but, on the other hand, the managers from Cluj are more open to hiring from the minorities or the short-term workers segment, as well as collaborating with different companies in the industries in order to develop programs that will resolve the lack of industry qualified work force.

As for the obstacles that HR managers are facing while trying to implement the right strategies, those from the region of Cluj have answered that the main barriers are: constraints regarding the resources available (*32.8% in Cluj against 25.9% in Bucharest*), insufficient understanding of the disruptive changes (*10.9% in Cluj against 11.1% in Bucharest*) and the pressure put by shareholders for profitability on the short term (*10.9% in Cluj against 7.4% in Bucharest*).

Cluj Business Days 2016 will be a special edition, with a lot of information and valuable content, where over 100 foreign and Romanian top speakers will lecture in over 40 sessions in the two days. Among the guest speakers there will also be internationally renowned figures, including: **Jim Bagnola** – international speaker, executive coach and leadership expert, **Simon Robinson** – applied and professional ethics professor at the Metropolitan University of Leeds, **Imani Kyaruzi** – lecturer at the QA Business School at the Ulster University of Birmingham and author of many books in his field of study, **Sofie Sandell** – social media speaker and digital leadership specialist.

The event addresses to entrepreneurs, managers, specialists and HR managers, as well as to those interested in the principles of leadership and team management, sales and customers service managers and specialists, marketing and communication or social media managers and specialist. The edition will be gamified for the first time with many prizes and surprises for those choosing to participate in the online contests initiated by the organizers.

For more details on how to register, the full list of speakers and other information, you can access the website of the event:

<http://www.businessdays.ro/Evenimente/Cluj-2016/Homepage>

The early bird period is active between 21-28 November.

About Business Days

Business Days is a platform for communication, information, exchange of ideas, education and generation of opportunities for the business environment in Romania. Business Days consists of a series of projects and communication platforms including: the suite of Business Days events, Business Days TV, Business Days Magazine, MeetMe Application. The Business Days events are considered by participants, partners and speakers to be the largest, most relevant and impacting business events in Romania and Eastern Europe. The purpose of Business Days is to contribute significantly to creating a healthy entrepreneurial culture and to the stimulation of the business environment in our country.

The event is supported by: Raiffeisen Leasing, EY, Fan Courier, Unicredit Bank, Dedeman, Profit Point, Brand Fusion, Zitec, Chivas, Bonduelle, Nobel, Medlife, Heineken, Findoo, Autonom, Amprinta, Dallmayr, Aqua Carpatica, Bittnet, Easy Host, Galaxy Design, Affligem, Agentia de Print, Mind Shop, Wassabi, Grafoprint, Kolos Group, Pura Vida, Comm-on, MMC Consulting, Buticul de Inspirație by Dana Tudor, Biroul de traduceri Champollion, Ro Coach, Gpec, ANIS Romania, Aries Transilvania, Cluj Hub, Clustero, Bizz Club, Cluster Mobilier Transilvan.

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