



**The Baia Mare Metropolitan Area** will have to “manufacture” its own “trade mark” through which to consolidate its comparative advantages and develop its competitive advantages within the European territorial conglomerate, through which to promote the elements of its development vision starting from the initial stage of **TO LEARN** to the stage of **TO INNOVATE**:

- An economic growth pole, dominated by non-polluting productive activities (transfer areas and technological parks) and tourism;
- A comfortable place to live in a clean environment, accessible through **public services and utilities**;
- An attractive destination in the European multicultural landscape through various expression means: language, music, architecture, gastronomy.

#### **Development vision: WE INNOVATE!**

The implementation of this vision scans four strategic directions:

- 1: *The development of the research infrastructure;*
- 2: *The development of advanced, non-polluting technologies;*
- 3: *The protection and rehabilitation of the environment;*
- 4: *The development of tourism and agriculture.*

Based on the elements that make up the development vision, the strategic objectives for Baia Mare Metropolitan Area are:

- a) **The improving of the quality of life and the attenuation of social, economical and territorial disparities** between member localities, related to principles of National Territory Arrangement Plan;
- b) **The consolidating of the Baia Mare Development Pole**, simultaneously with the constant attracting of investments and locating enterprises throughout the entire territory of Baia Mare Metropolitan Area.

For the key management aspects that were identified in the previous chapter a series of strategic objectives were also set in order to do away with the disparities and the identified problems, thus:



**Problem A:** The isolated position in relation with the major transport corridors; A decreased attractiveness of the area due to the damaged natural and constructed heritage.

- **Strategic objective A:** A sustainable regional development through the improvement of the physical *infrastructure and functional, social and economic relations between urban and rural areas* from the BMMA.

**Problem B: The existence of the social territorial disparities**

- **Strategic objective B:** The development of human capital by ensuring equal access of all the citizens of the BAIA MARE METROPOLITAN AREA to quality public services.

**Problem C: The effect of the economic restructuring**

- **Strategic objective C:** *Support a sustainable integrated economic development at the level of BMMA and the creation of employment opportunities.*

**Problem D: The complexity of public management**

- **Strategic objective D:** A sustainable development of the local communities and of the forms of management in the BMMA Association.