






Analysis completion General scheme Economy

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The task of the strategic planning

- The aim of the regional strategic planning is to develop the competitiveness of the region.
- The answer to the threats and opportunities of the changing environment is made by the creative use of the internal resources.
- According to the SWOT model, the strategy means the intersection of external and internal factors, the success factors and the competences.

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Steps of the strategy preparation

- 1st step: Identifying set of indicators
- 2nd step: Identifying the Danube region **Analysis**
- 3rd step: Data collection
- 4th step: Position of each indicator
- 5th step: Scenarios
- 6th step: Set objectives **Strategy**
- 7th step: Connection of objectives and programs

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1st step: Set of indicators

- Identifying the set of indicators which are significant to economy
- Factor groups (for example): GDP (Gross Domestic Product in PPP Purchasing power parity), Agriculture, hunting and forestry, Fishing, Mining and quarrying, Manufacturing, Electricity, gas and water supply, Construction, Wholesale and retail trade; Hotels and restaurants, Transport, Storage and logistics, Financial intermediation, Real estate, renting and business services, Public administration; Compulsory social security, Other community, social and personal services, Average life expectancy, Average earnings, Gross earnings, Unemployment,
- Tourism indicators?

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Indicators to evaluate the economic potential of the region - 1

Gross Domestic Product (GDP):
It equals the sum of gross value added of all resident producers (institutional sectors or industries) measured at basic prices, plus the balance of taxes and subsidies on products, which cannot be divided among the industries or sectors.

- Total data
- Per capita

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Indicators to evaluate the economic potential of the region - 2

Secondary resources (potential created by human activity)
at NUTS level 3 (1996-2005, 2007.)

- *activity structure of the regional economy;*
- *structure of enterprises;*
- *working potential of the region:*
 - regional labour market;
 - educational structure of the region's inhabitants;
- *development potential of the region:*
 - research and development
 - innovations.

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2nd step: Identifying the Danube region

Former project plus the regions of the new countries

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3rd step: Data collection

Collection and processing of the database:

- Using the original, existing data;
- Add some more data (from the new regions);
- Original proposal in the project methodology;
- Have to make decisions on the data types and years, suggestions for new indicators, data sources;
- To collect all the data.

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Data processing and typology

- Four type regions: -developed, stabilized, stagnant and depressed regions
- Evaluation according to
 - the 4 schemes (natural condition, settlement structure and human resources, transport and infrastructure, economy)
 - General
- Inside audit (strengths and weaknesses)

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Arising questions

- Data are not available for every relevant years.
- The content of the data in the new project regions are the same or not as in the old project regions.
 - NACE has not been in every country, yet; and it has more than one versions. - NACE is a classification system and conformity with official standards. Statistical classification of economic activities in the European Community, (2002.) It is used for classification of the activities.

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Thank you for your kind attention!

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