

MEMORANDUM OF UNDERSTANDING

BETWEEN THE REPRESENTATIVES OF PUBLIC AND PRIVATE SECTOR REGARDING THE SECTOR COMMITTEE FOR THE BRAND “**romaniaIT**”

This MEMORANDUM OF UNDERSTANDING is to be signed by:

Representatives of the public sector: Ministry of SMEs, Commerce, Liberal Professions (MIMMCTPL), Ministry of Communications and IT (MCTI)

and

Representatives of the private sector: ATIC – Romanian Information Technology & Communication Association , APDETIC- Association of Producers and Distributors for ITC Equipments, ANIS- Employers’ Association of the Software and Services Industry
ARIES- Romanian Association for Electronic and Software Industries
ANISP- Internet Service Providers Association,

that shall be named in this document collectively as the *Members of the Sector Committee for the Brand romaniaIT*.

A. SCOPE:

The scope of this MOU is to promote the Romanian IT industry and the management of the sector brand through the public-private partnership of *the Sector Committee for the Brand romaniaIT*..

B. STATEMENT OF INTERESTS:

Members Sector Committee for the Brand romaniaIT are actively involved in promoting and branding Romanian IT industry according to the IT Sector Branding Strategy (SBS) and the MOU signed on Sept. 30, 2006 within the spirit of the public-private partnership of the Export Council (GO 486/2004).

C. The *Members of the Sector Committee for the brand romaniaIT* are committed to:

1. set up a permanent joint Secretariat, that is functioning at DGPE / MIMMCTPL premises, that shall coordinate the SBS management and promotion activities of the Romanian IT industry brand..
2. manage the IT branding strategy:

- implement, impact assessment, strategy adjustment;
 - promoting the brand domestically and abroad;
 - drafting an annual activity report; preparing the plan with joint promotion activities for the next year (due date: Sept.);
 - creating a set of messages and marketing materials for target markets & target products.
 - Organizing a niche marketing campaigns;
 - developing a virtual press center and a monthly newsletter;
 - preparing a PR campaign;
 - managing and updating **romaniaIT** web site.
3. manage the right of using the brand logo; draft procedures in this regard; organize to build awareness among companies, inform periodically about companies that intend to use the brand.
 4. improve the internal procedures of supporting the brand according to the brand strategy.
- D. *The Sector Committee for the Brand romaniaIT* is opened to other representatives of public and private sector in IT sector that interested in joining this activity.
- E. The promotional activities are financed either from state budget (according to the GO 296/2007 regarding the approval of Action Mechanisms of the Exports Promoting Program , as administrated by the Ministry of Economy and Commerce), or from private funding (members contributions, sponsorships).
- F. The members of the *Sector Committee for the Brand romaniaIT* will prepare a code of for this very structure.
- G. THE PARTIES ARE AGREEING AND RECIPROCALLY ADOPT THE FOLLOWING:
1. PARTICIPATING AT SIMILAR EVENTS: The MOU is not restricting in any way the Members of the *Sector Committee for the Brand romaniaIT* to participate at promotional activities as associations.

MAIN CONTACTS

Members shall appoint contact persons responsible for putting into practice the MOU.

DISCLAIMER. *The Sector Committee for the Brand romaniaIT* is an informal entity with no fiscal or financing implications. Any financial contribution or reimbursement of funds between parties shall observe the legal procedures, including regulations for governmental procurement.

These procedures will be subject to separate agreements between parties, and will be authorized by the statutory authorities as appropriate.

This Memorandum is subject to legal provisions regarding public funding.

2. STARTING / EXPIRING DATE. The MOU is to come into force by the date of the last signature and shall remain so for a year time; it will be extending by tacit approval
The document can be void only by the decision of all co-signers.

As resulting from the above, the parties are to start this agreement from the last date as entered below.

**MINISTRY OF
COMMUNICATIONS AND IT**

Eugen Preotu, Minister's
Counselor

**MINISTRY for SMEs, COMMERCE,
TOURISM AND LIBERAL
PROFESSIONS**

Costin Lianu, General Director

ARIES

Radu Georgescu, President

ANIS

Liviu Dan Drăgan, President

APDETIC

Valentin Negoita, President

ATIC

Vasile Baltac, President

ANISP

Mihai Batrineanu, President