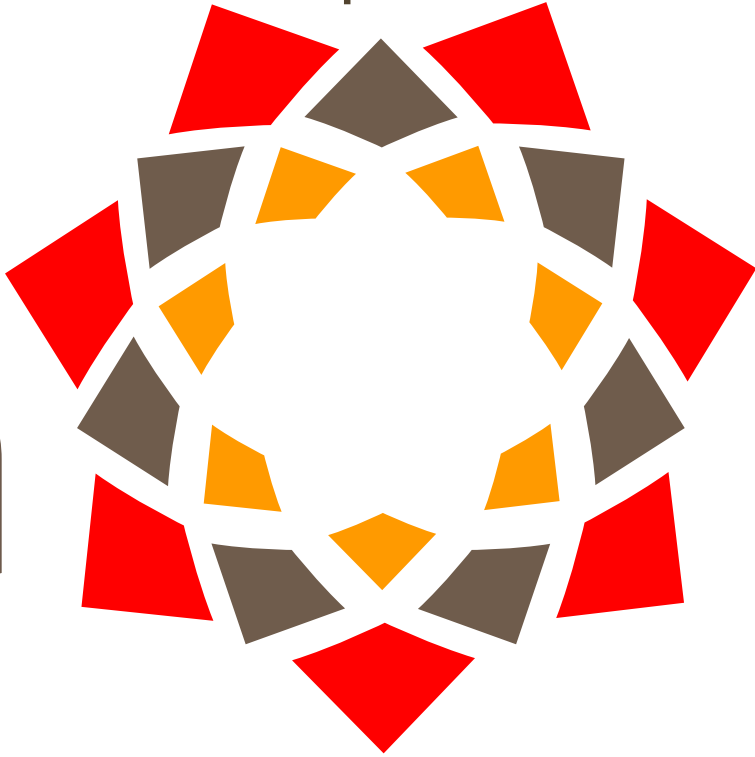




theother
capital



alBa

IULia

WELCOME TO THE LARGEST
CITADEL IN ROMANIA

JPI URBAN EUROPE POLICY CONFERENCE: URBAN TRANSITIONING — A JOINT ADVENTURE



THE PLACE WHERE MODERN ROMANIA WAS BORN

WE KEEP THE HEART OF OUR UNITY

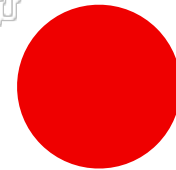


OUR ACHIEVEMENTS AS LOCAL ADMINISTRATION

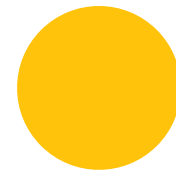
300 MIL

EURO

2007-2017



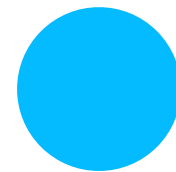
THE LOCAL BUDGET FOR 15 YEARS



2500 EURO/CAPITA



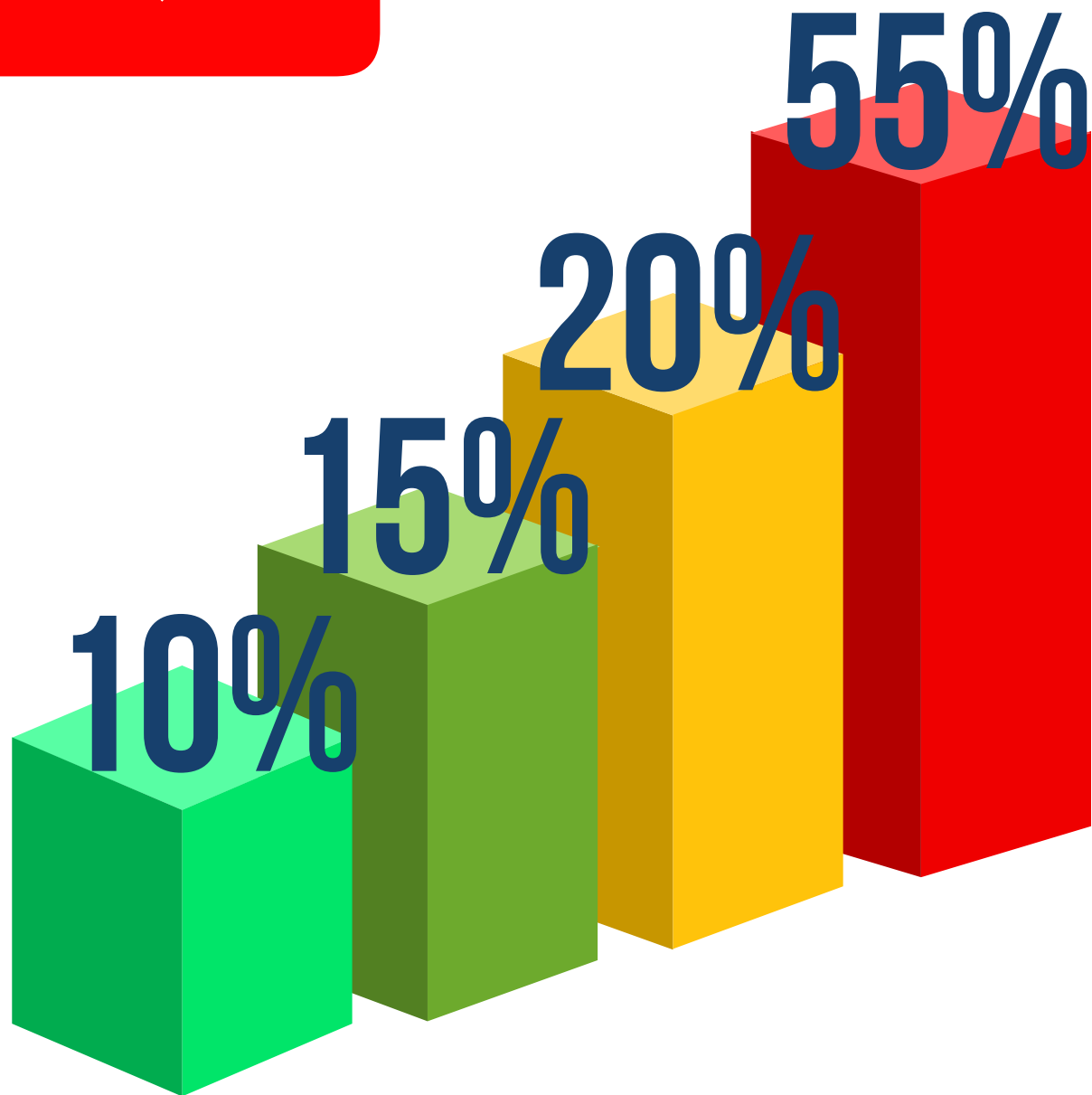
1500 JOBS



THE OTHER CAPITAL



FUNDING SOURCES



EUROPEAN UNION AND INTERNATIONAL DONORS



NATIONAL GOVERNMENT



LOANS AND BONDS



LOCAL BUDGET



RECOGNISED, RATED AND EVALUATED BY...



ALBA CAROLINA FORTRESS

MORE THAN 110 HA



HOW IT WAS!



The 3rd Gate of The Citadel



IT'S THE PRESENT MAKING THE PAST TO LAST...



The 5th Gate of The Citadel



IT'S THE PRESENT MAKING THE PAST TO LAST...



IT'S THE PRESENT MAKING THE PAST TO LAST...





IT'S THE PRESENT MAKING THE PAST TO LAST...





THE FORTRESS AS A PUBLIC SPACE

BREATH THE AIR OF MORE THAN 2000 YEARS OF HISTORY



THE FORTRESS FOR CITIZENS

A GOOD CITY IS LIKE A GOOD PARTY, PEOPLE STAY LONGER THAN REALLY NECESSARY, BECAUSE THEY ARE ENJOYING THEMSELVES - JAN GEHL



LET THE PEOPLE CONQUER THEIR FORTRESS!

WE GIVE IT BACK TO THOSE LIVING IN ALBA IULIA!



A GREENER CULTURAL PATRIMONY

AN AMAZING URBAN GARDEN ON THE MOVE



THE FORTRESS AS A STAGE

MORE THAN 30 CULTURAL EVENTS IN A YEAR



THE FORTRESS AND ITS RELIGIOUS FUNCTION

A STRONG ECUMENIC COMMUNITY



HISTORY ALIVE

WE KEEP THE FORTRESS ALIVE THROUGH REENACTMENT PERFORMANCES



13TH GEMINA LEGION, WOLVES OF APOULON, NYMPHS AND GLADIATORS

RE-ENACTORS ON A VOLUNTARY BASIS



ROMAN APULUM FESTIVAL

THE BIGGEST REENACTMENT FESTIVAL IN ROMANIA



THE FORTRESS AS A PLACE FOR EDUCATION

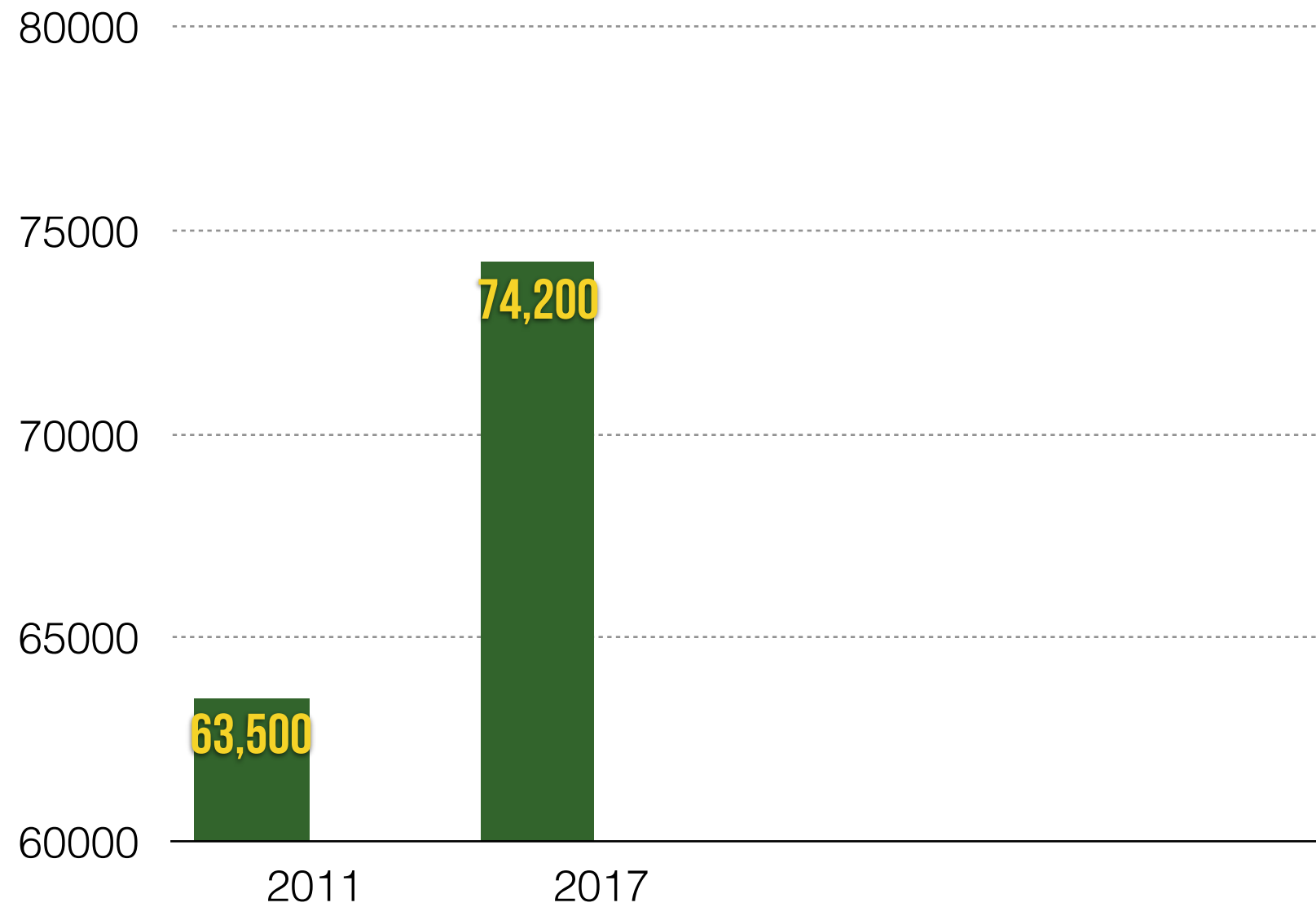
STUDENTS ARE 10% OF OUR ENTIRE POPULATION



THE LARGEST URBAN PARK AND A MAIN CULTURAL SCENE IN OPEN AIR



THE LARGEST REGENERATION PROGRAM FOR A HERITAGE SITE OF NATIONAL IMPORTANCE



DEMOGRAPHICS - WE GROW!

A VERY IMPORTANT QUALITY OF LIFE INDICATOR



BUILDING PERMITS



500

747

845

1200

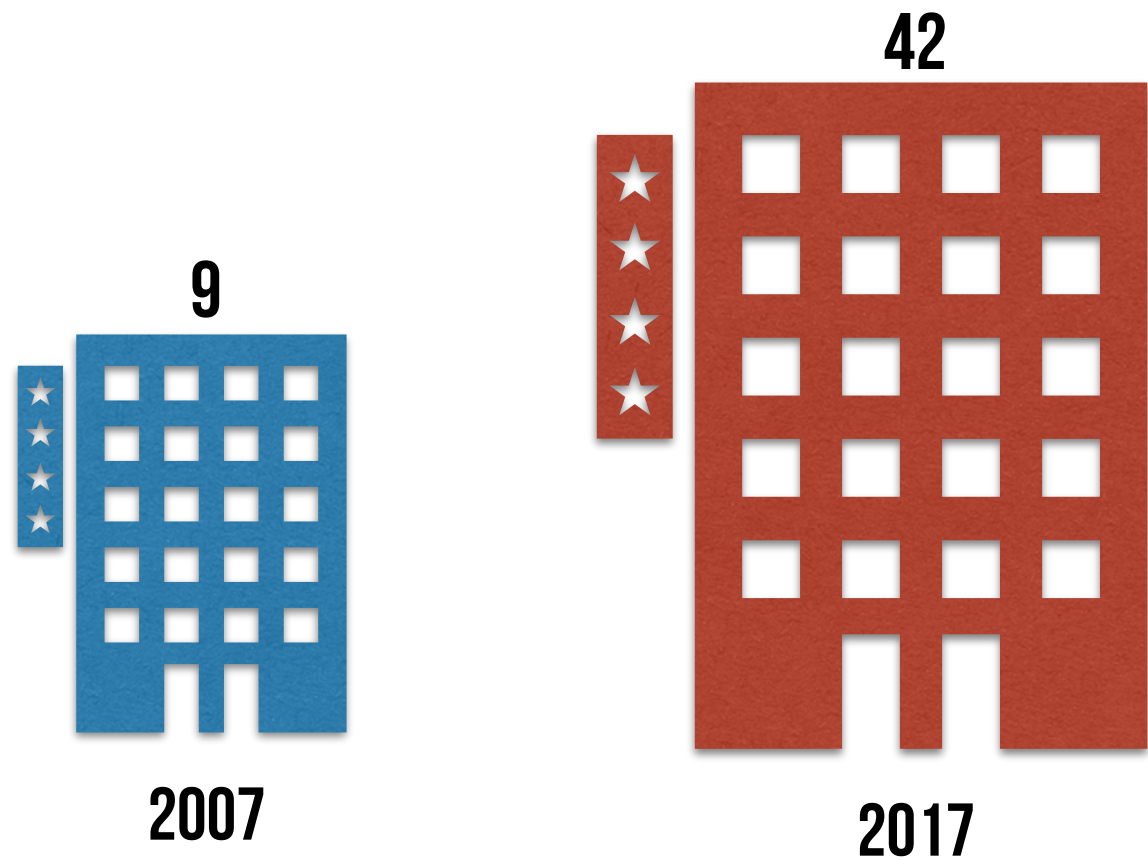


2012

2013

2016

2018

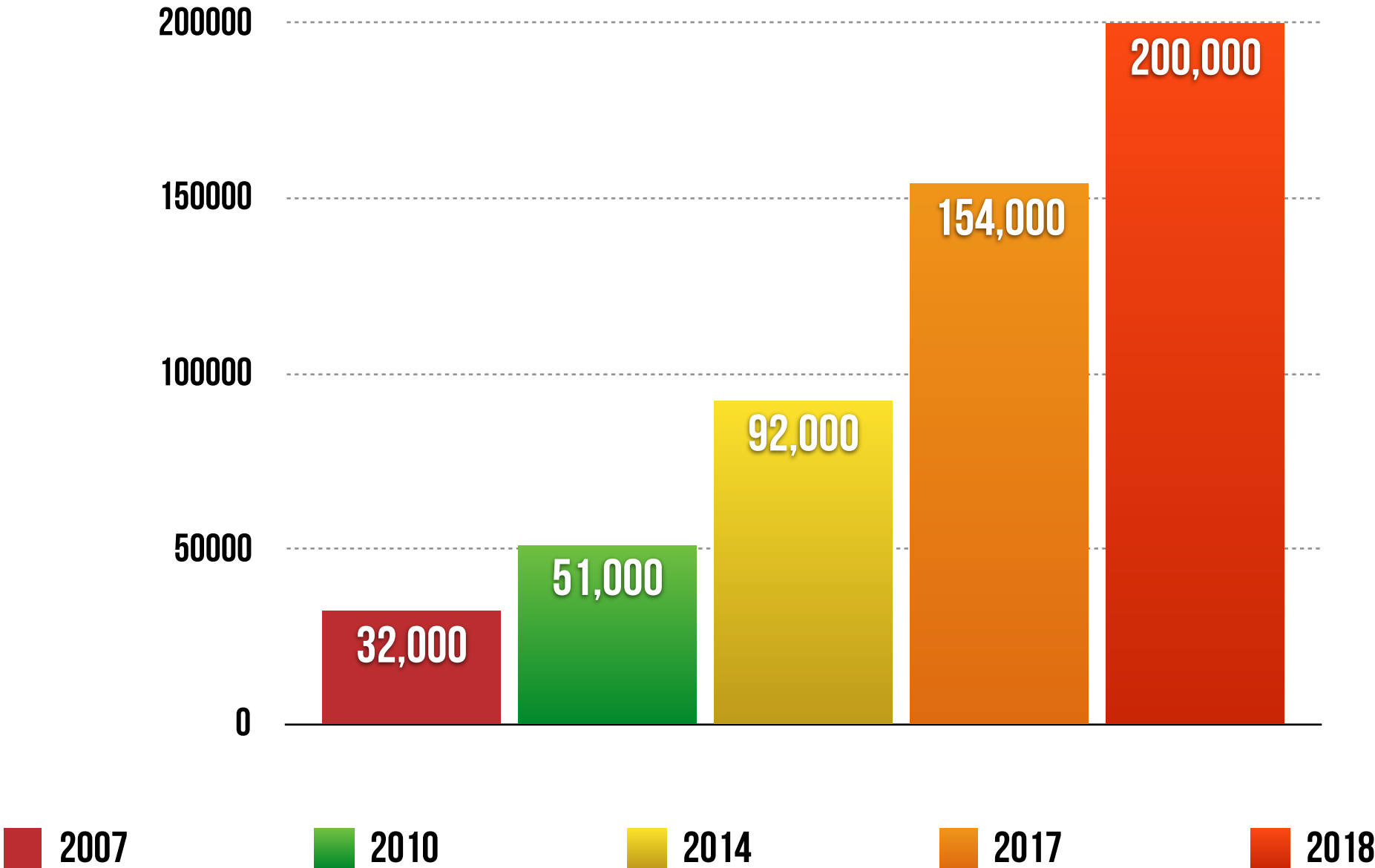


ACCOMMODATION STRUCTURES

ALBA IULIA

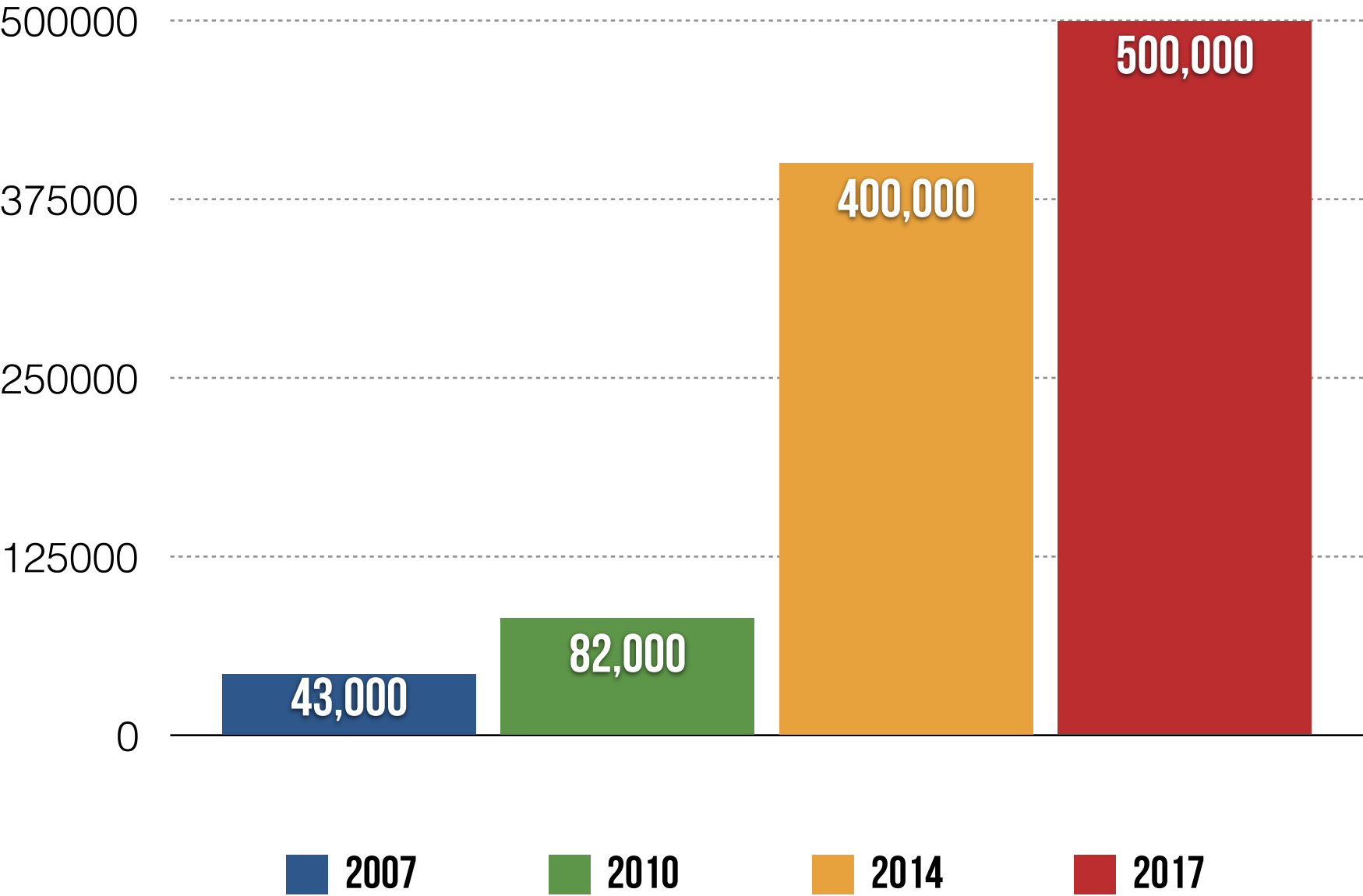


NIGHTS IN TOURISM UNITS



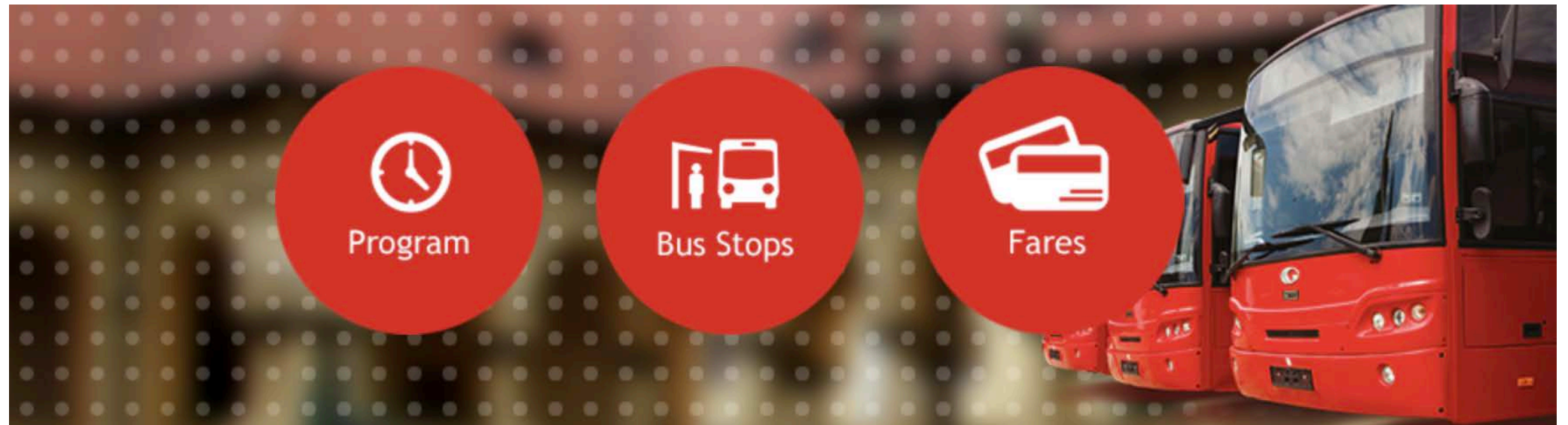


VISITORS





WE ARE HONoured TO HAVE YOU AS OUR GUEST
MEDIEVAL HOTEL *****



MODERN PUBLIC TRANSPORT

E-TICKETING, WI-FI, GPS/GPRS MONITORING, ENVIRONMENTAL SENSORS, E-WALLET,
SMS, APP, DIGITAL DISPLAY PANELS

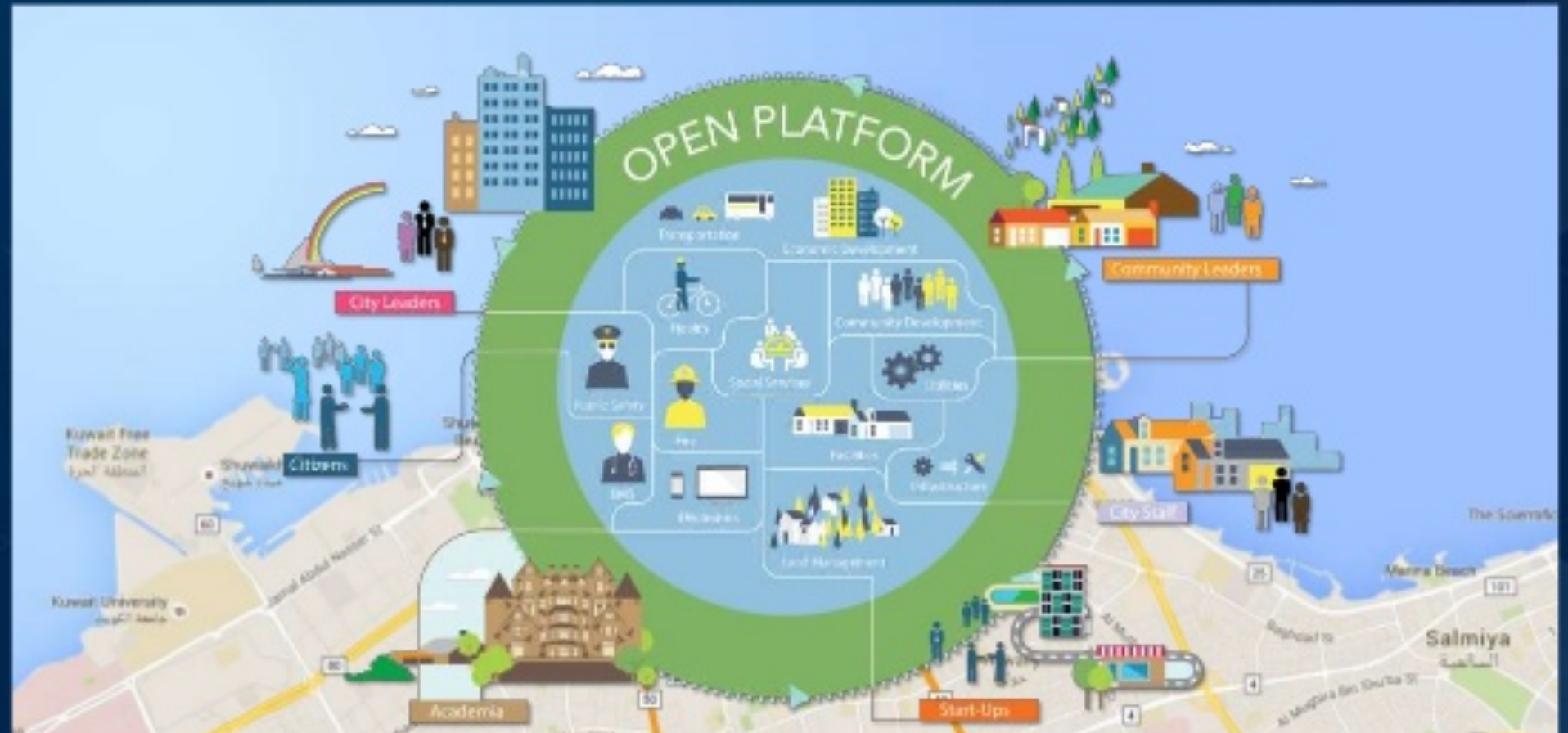


A GREEN CITY

INVESTING IN SOLAR ENERGY



GIS Provides a Platform for a Sustainable City Economical, Social & Environmental Sustainability



MODERN IT INFRASTRUCTURE

GIS, CALL CENTRE, ON-LINE PAYMENTS, DIFFERENT APPLICATIONS...



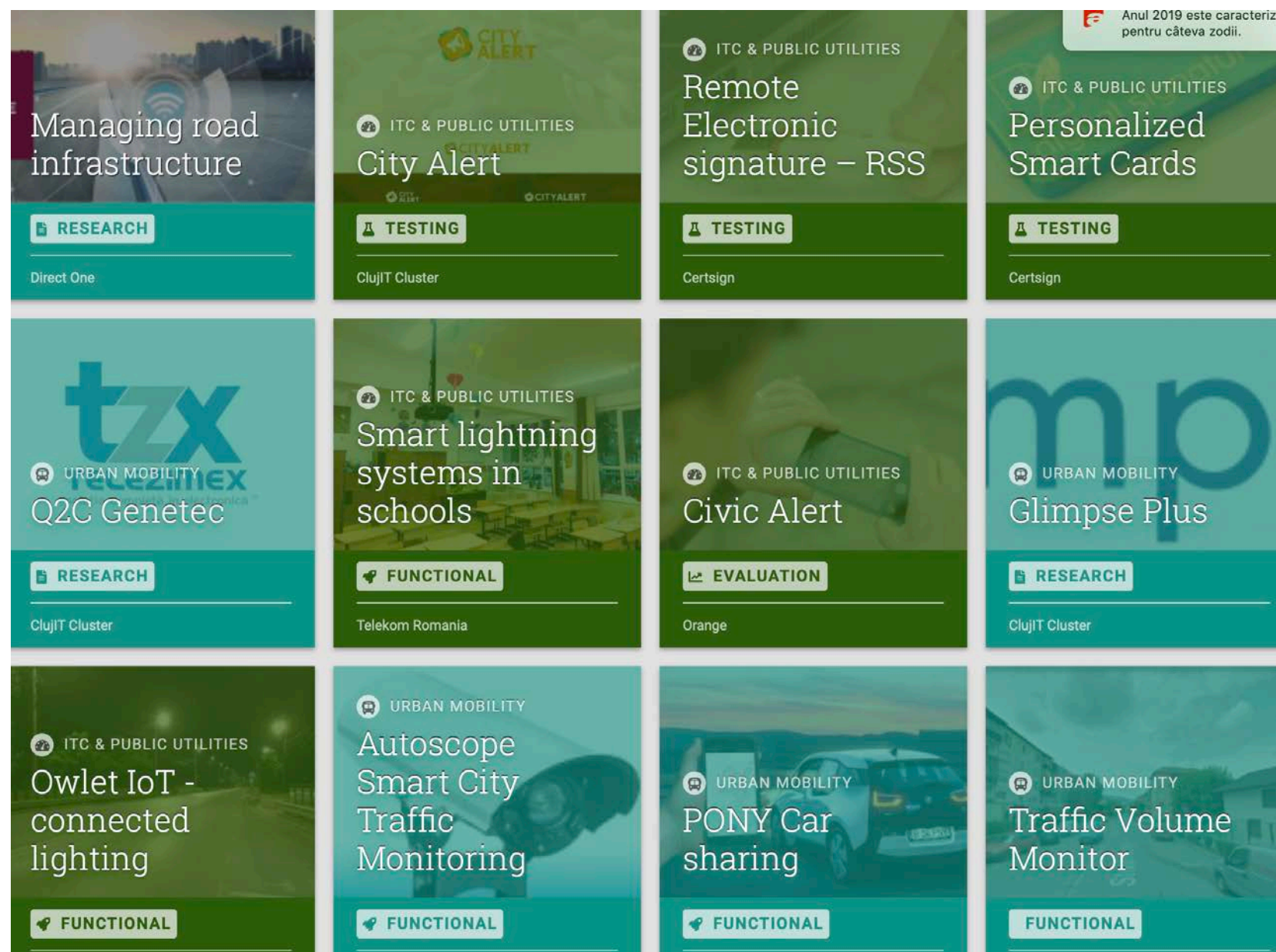
digital

Visit Alba Iulia *analogue*
ecosystem for tourists from abroad



EVERYTHING IS ONLINE AND DIGITAL

IT'S THE PRESENT MAKING THE PAST TO LAST...



SMART CITY - NATIONAL PILOT PROJECT



WWW.ALBAIULIASMARTCITY.RO



We are signing and implementing smart solutions in these domains:

- ▶ Urban Planning
- ▶ Urban Mobility
- ▶ Sustainable Buildings
- ▶ Infrastructure
- ▶ Green Energy & Environment
- ▶ Public Safety
- ▶ e-Health
- ▶ e-Education
- ▶ Tourism
- ▶ e-Administration
- ▶ Innovative Business
- ▶ Water & Waste management

- **open data** platform - first in Romania
- dedicated website - www.albaiuliasmartcity.ro
- we promote the pilot project and our partners in **media**

WHAT WE ARE DOING NOW IN #ALBAIULIA?



alba iulia **smart city**



FUNDAMENTALS & KEY FACTS

- PUBLIC-PRIVATE PARTNERSHIP
- A CITY AS A LIVING LAB
- CREATING AND SCALING BUSINESS MODELS
- LEARNING
- FEED BACK AND RATINGS
- WE ARE TOO POOR IN ORDER TO AFFORD CHEAP THINGS
- BRANDING THE CITY



45 COMPANIES



110 SOLUTIONS



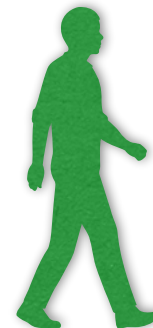
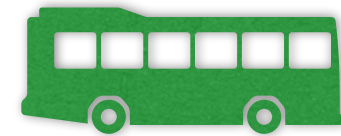
WE OWE IT TO THEM

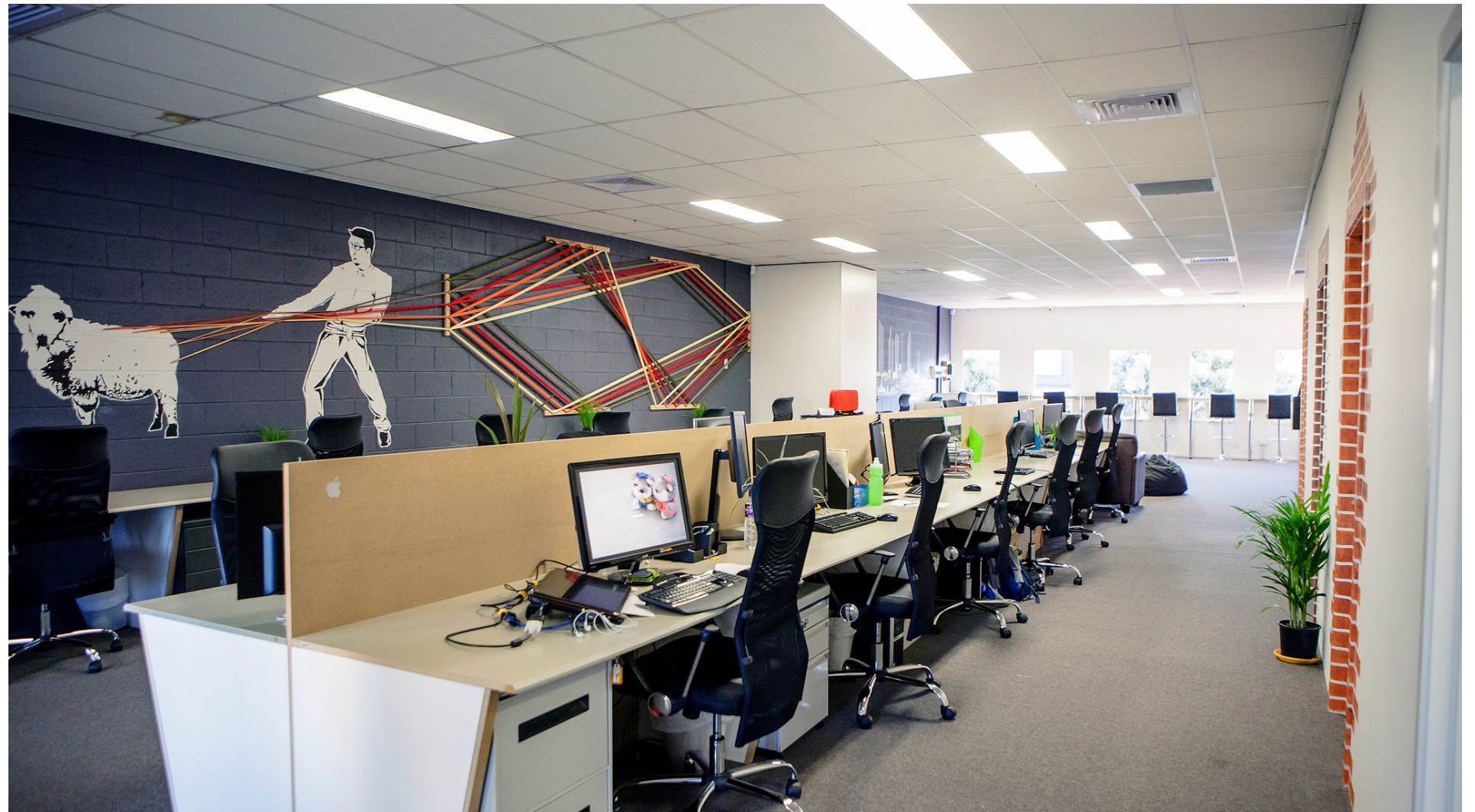
45 PARTNERS, 110 SMART CITY SOLUTIONS

A CITY FOR PEOPLE - INVESTMENTS

2017 - 2023

- A NEW TRAFFIC MANAGEMENT SYSTEM
- DEDICATED LANES FOR BUSES
- EV CHARGING STATIONS
- AN INTEGRATED BICYCLE PATHS NETWORK AND A BIKE SHARING SYSTEM
- MORE PEDESTRIAN AREAS
- MORE GREEN AREAS
- SMART PUBLIC LIGHTING
- MORE PUBLIC & RESIDENTIAL BUILDINGS WITH AN IMPROVED ENERGY EFFICIENCY SYSTEM





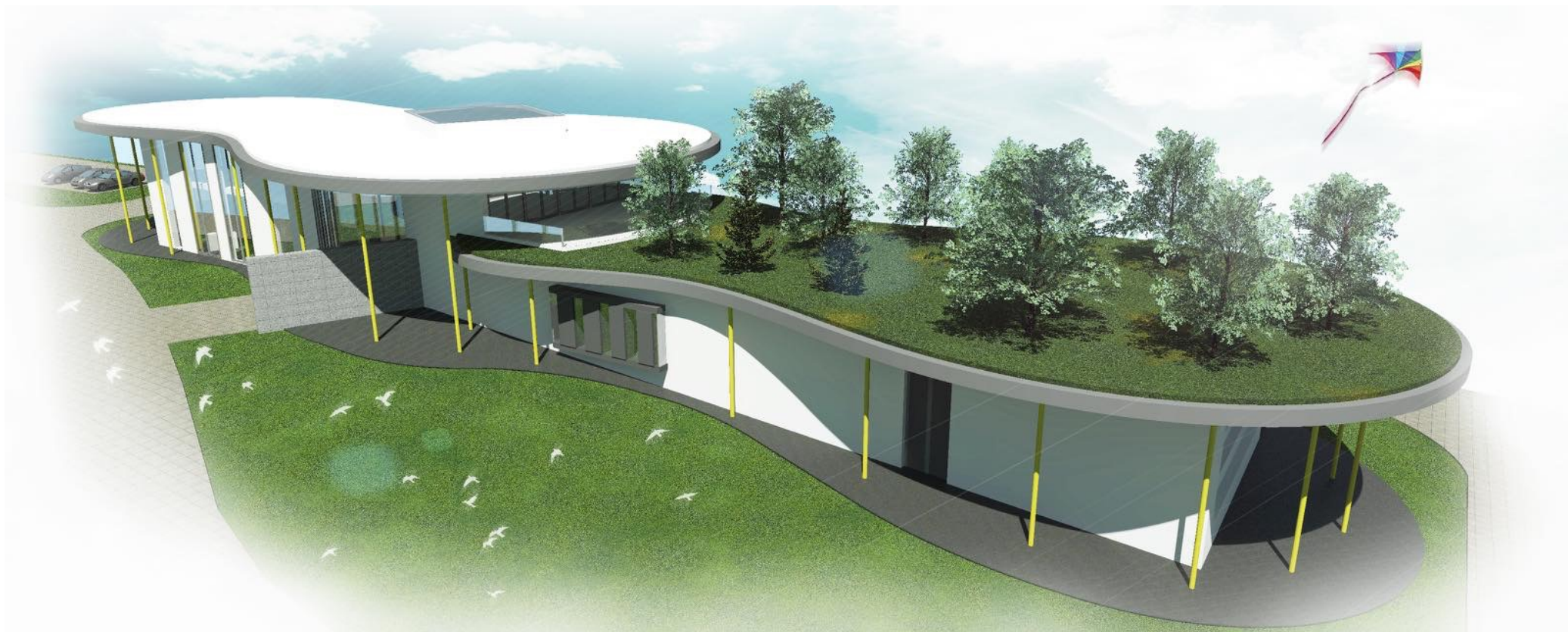
INVESTING IN START-UP'S

THE CITADEL HUB - OPEN FOR 50 NEW COMPANIES



SMART CITY LIVING LABS AND TECHNOLOGY TRANSFER CENTER

PARTNERSHIP WITH UNIVERSITY, CLUSTERS & TECH COMPANY



THE CHILDREN SCIENCE MUSEUM

UNIQUE IN OUR REGION



THE NEW DOWNTOWN OF ALBA IULIA

INVESTMENTS 2021 - 2030



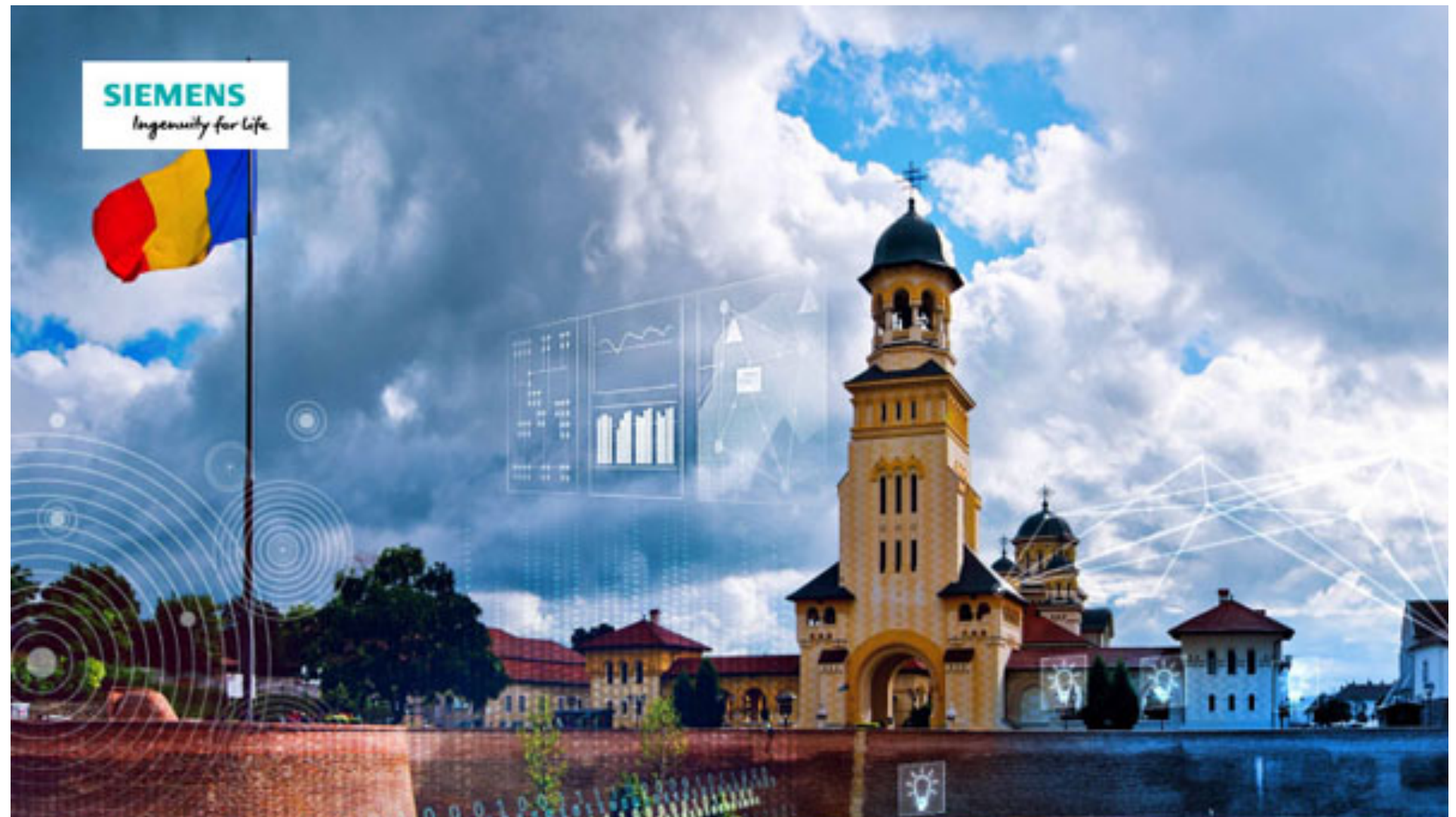
CREATIVE AND TECH HUB

KEEP THE LOCAL TALENTS AND OPEN THE CITY FOR OTHERS



CREATIVE NEIGHBOURHOOD & RESEARCH AND DEVELOPMENT CENTER

KEEP THE LOCAL TALENTS AND OPEN THE CITY FOR OTHERS, QUALITATIVE LIVING



HISTORY EMBRACING THE FUTURE

CITIZENS ARE CO-CREATING THE CITY USING A FRIENDLY TECHNOLOGY



INVESTING IN HISTORY, CHANGED OUR DESTINY

WWW.VISITBALIULIA.COM, MOLDOVAN.NICOLAIE@GMAIL.COM