

ARRANGEMENTS IN FAVOR OF INCREASING THE ENTREPRENEURIAL CAPACITIES IN THE CENTRAL REGION

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ABSTRACT: Local entrepreneurial potential remains an untapped resource in the economy of Romania, firstly because of the deficient access to information for the majority of the population, and secondly the fear of daring action and taking some risks. Therefore the European Union, through its structural instruments, wishes to contribute to the development and promotion of entrepreneurial potential in all Member States, hence the suggestive slogan of the fund: "Invest into people."

One of the positive effects of economic crisis that has affected and continues to affect a great deal of the EU Member States' economies is that some have been "cleansed" of inefficient, nonproductive companies, because they could not survive this period, alternatively strengthening the companies that focus on labor productivity growth, quality products and services, including maintaining a relationship based on trust with their primary customers. Thus, after this 'cleaning', due to the needs of today, a number of uncovered activity sectors remained and new ones have emerged.

Key words: entrepreneurial potential, sustainable development, uncovered activity sectors.

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