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**BANAT AS A ROMANIA-HUNGARY IKIGAI ZONE:
 ECONOMIC RESILIENCE LOOPS AND CREATIVE ENTREPRENEURSHIP**

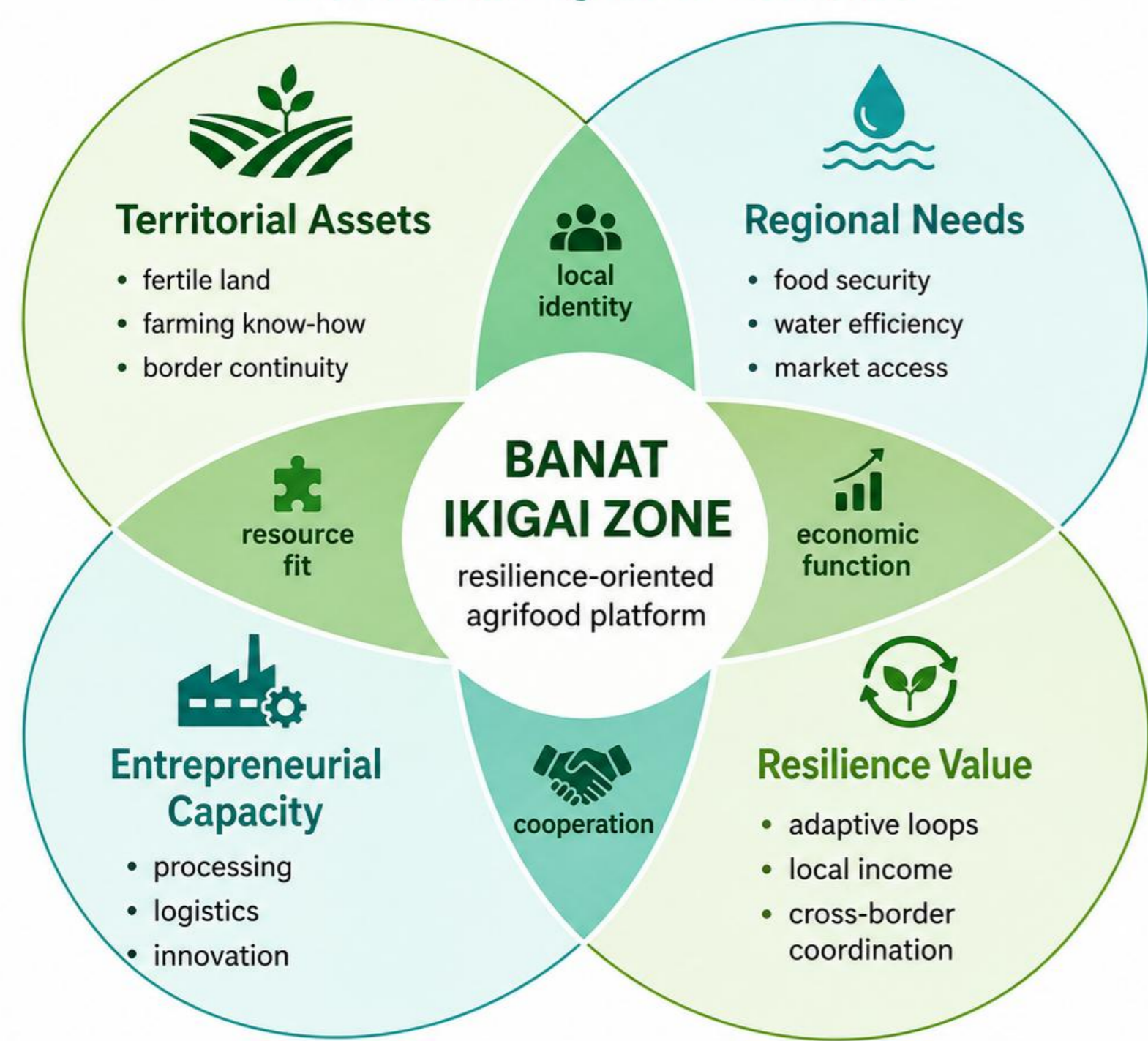
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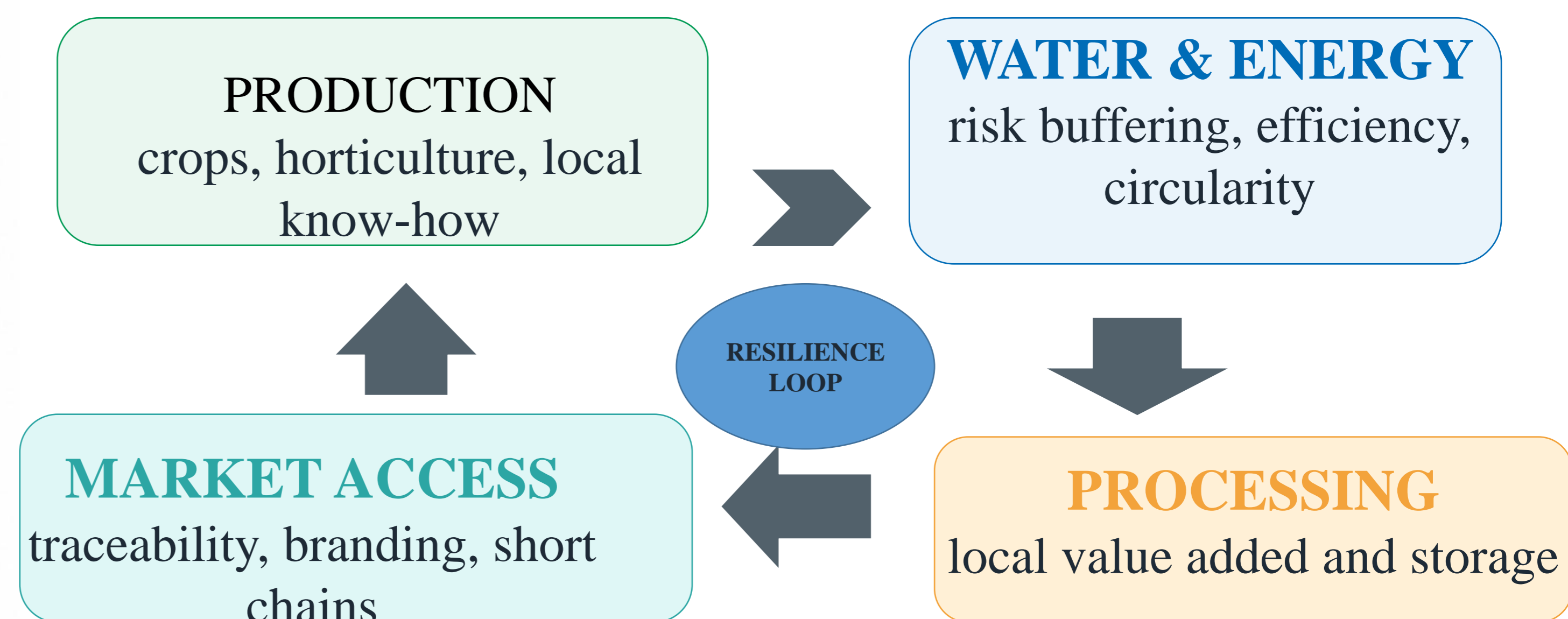
Abstract: Banat’s Romania-Hungary continuity can be read as a functional zone where agrifood capability, cross-border cooperation and creative entrepreneurship meet. The emphasis is on how local systems can keep essential food-related functions active under climate, water, market and logistics pressure.

Banat as a Romania–Hungary Ikigai Zone
 Cross-border agrifood resilience



Conceptual synthesis for poster illustration

Economic safety loops



• **Introduction**

Border regions face climate, market and logistical shocks. Food security now depends on continuity, access and adaptive capacity, not only production.

Banat offers a compact RO-HU test space linking agriculture, culture, research and entrepreneurship.

• **Material and method**

Conceptual analysis of agrifood systems, entrepreneurship and cross-border cooperation.

Ikigai visual translation: four functions and one central platform.

• **Conceptual Contribution**

The border is interpreted as a space of continuity and coordinated value creation.

Ikigai is used as a visual framework, not as a direct textual substitute for the paper.

• **Conclusions**

Banat may be framed as a resilience-oriented agrifood platform. The four-circle model clarifies the relation between assets, needs, capacity and value.

The proposed concept is useful only if it becomes operational: governance, local skills, water and energy coordination, processing capacity, traceability and market access must be linked into loops. Banat can therefore be presented as a platform for resilience-oriented agrifood innovation, not merely as a symbolic frontier.

Economic resilience loops connect water, energy, production, storage, processing, logistics and market access.

Creative entrepreneurship is presented as connective infrastructure that reduces fragmentation.

Results and discussions

The Ikigai-zone reading identifies Banat as an alignment space: what the region has, what it can organize, what society needs and what can generate durable value. Creative entrepreneurship functions as a connector between farms, knowledge, services, skills, culture, logistics and markets.