

BUILDING ALLIANCES, OPENING MARKETS

03rd- 10th of April, 2022

EXPLORATORY VISIT, SOUTH AFRICA

Sunday, 3 rd April 2022	
Cluj-Napoca - Cape Town/travel by plane	09:45 pm
Monday, 4 th April 2022	
Arriving in Cape Town	11:45 am
Accommodation	01:00 pm
Lunch	01:30 pm - 03:00 pm
Cape Town stakeholders meeting 1	4:00 pm – 06:00 pm
Opportunities for collaboration with partners from South Africa/ Project summary	
Tuesday, 5 th April 2022	
Project partners discussion & South Africa stakeholders - Hybrid	10:00 am - 12:00 am
Lunch	01:30 pm - 03:00 pm
Cape Town stakeholders meeting 2	4:00 pm – 06:00 pm
Wednesday, 6 th April 2022	
Check out - Moving to George Town	08:00 am - 02:30 pm
Accommodation	02:30 pm
Late Lunch	03:00 pm - 04:00 pm
George Town stakeholders meeting	05:00 pm - 07:00 pm

Thursday, 7th April 2022	
Check out - Moving to Knysna	9:00 am - 12:00 am
Lunch	01:00 pm - 02:30 pm
Knysna Town stakeholders meeting	3:00 pm - 05:00 pm
Friday, 8th April 2022	
Check out - Moving to Cape Town	07:00 am- 01:30 pm
Accommodation	01:30 pm
Late Lunch	02:00 pm- 03:30 pm
Steering Committee - FGOI monthly meeting - Online	04:00 pm – 06:00 pm
Saturday, 9th April 2022	
Cape Town – Cluj-Napoca /travel by plane	04:45 pm

South Africa exploratory visit objectives:

- **CREATE AN INTERNATIONALISATION COOPERATION FRAMEWORK** (Develop permanent and strategic collaboration agreements among the European partnered clusters in order to support SMEs internationalisation activities in South Africa)
- **IDENTIFY SPECIFIC MARKET OPPORTUNITIES** (Detect at least 2 “hot spots” in South Africa that could lead to new business opportunities for the European & African furniture industry)
- **ESTABLISH FORMAL RELATIONSHIP WITH THE KEY PLAYERS IN THE TARGETED MARKETS** (Identify 4-5 key players who could help to develop new collaborative opportunities in European & African countries and establish a strong relationship framework with them)
- **CREATE NEW SERVICES TO SUPPORT SMEs INTERNATIONALISATION** (Identify, develop and promote 2-3 internationalisation added value services in South Africa)