

D6.3. Feasibility Study - European Representation - Hosting International Delegations

Version 1.1

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MAIN AUTHOR Toma Andreea	ACCEPTED BY Ciprian Morcan	
ABSTRACT This deliverable presents the analysis on establishing a representation in Europe for hosting international delegations, as well as the FGOI’s approach in providing a public offer to interested stakeholders who are interested in engaging in cooperation activities with European furniture companies. After consultations with the consortium members, the proposal was for interested partners to express their interest in hosting their own FGOI Hub – an invitation to foreign experts to visit the hubs in Europe and engage with the business environment of the country of representation, together with the promise of a mutual-beneficial 1-2 week arrangement.		

Contents

I. INTRODUCTION – MARKET NEEDS AND PERSPECTIVES	4
I.1. - Preliminary Analysis on the needs in the current environment economically.....	5
I.1.a. South Africa.....	5
I.1.b Egypt	7
I.1.c. USA	8
I.1.d. Canada	9
II. Objectives of the representation in Europe	10
II.1. Interested partners and their commitments	10
III. Geographic coverage	16
III.1. Economic characteristics of the location	17
III.1.a) ROMANIA, CLUJ-NAPOCA	17
III.1.b) SWEDEN, STOCKHOLM	19
III.1.c) SLOVENIA, LJUBLJANA	21
III.1.d) SPAIN, TARRAGONA	22
III.1.e) CZECHIA, BRNO	23
III.1.f) SOFIA, BULGARIA	25
III.2. European representation for international delegation – Furniture Collaboration Spaces - FGOI Hubs	26
IV. Human resources and financial analysis.....	29
V. CONCLUSIONS	29

I. INTRODUCTION – MARKET NEEDS AND PERSPECTIVES

In the context of supporting export activities within the furniture industry between European companies and third countries partners from South Africa, Egypt, USA, and Canada, the purpose of the report involves conducting a Feasibility Study to explore the possibility of **establishing a representation in Europe for hosting international delegations**. This initiative aims to facilitate visits by partners from third countries, thereby enhancing international trade and collaboration within the furniture sector.



An international delegation typically refers to a group of individuals representing a particular organization, government, or entity from one country visiting another country for a specific purpose. These purposes can vary widely and may include diplomatic, economic, cultural, or educational objectives. International delegations often consist of officials, experts, or representatives who have been tasked with engaging in discussions, negotiations,

collaborations, or exchanges with counterparts in the host country. These delegations may be formal or informal, depending on the nature of the visit and the objectives involved.

In FGOI's case, we refer to an "**international delegation**" in the context of export activities and visiting European countries to initiate collaboration and business as a group of representatives from companies, trade associations, or government agencies from one or more third countries, aiming to explore opportunities for exporting products or services to European markets. This type of delegation would typically consist of business leaders, exporters, industry experts, and government officials who are seeking to establish partnerships, explore market potential, and promote trade relations with European counterparts. **Their primary objective is to engage in discussions, negotiations, and networking activities aimed at identifying potential buyers, distributors, or business partners in Europe.**

Key characteristics of an international delegation:

- **Export promotion:** focused on promoting products or services from their respective countries to European markets, aiming to increase export volumes and market share.
- **Market analysis/accommodation:** with the aim of gathering market intelligence, assess consumer preferences, and understand regulatory requirements in European countries to tailor their export strategies accordingly.
- **Business networking:** engaging in meetings, seminars, trade shows, and business matchmaking events to connect with potential buyers, distributors, agents, or partners in European countries.
- **Trade support:** exploring opportunities for trade agreements, tariff reductions, or trade promotion initiatives between their countries and European counterparts to facilitate smoother trade relations and reduce barriers to entry.

Therefore, an international delegation interested in export activities to European countries within the furniture industry would be focused on fostering collaboration, expanding market presence, and driving business growth through strategic partnerships and market expansion initiatives in the European market. **Ensuring the facilitation of such endeavors and offering a hospitable environment for experts from third**

countries to establish pivotal connections within the European industry is deemed imperative for the FGOI Consortium.

In this deliverable, we will analyze the market perspective (needs of the current economic environment) and key results from the activities implemented within the FGOI project, which has led to important input for the development of this report.

Furthermore, we will examine the **next steps for establishing the European representation office for international delegations**, including the locations we have CONFIRMED and the public materials for promoting these spaces for international delegations. We will also analyze how cooperation stakeholders can be improved to achieve collaboration efficiently and effectively. We will also propose a commitment proposal for visiting organizations.

I.1. - Preliminary Analysis on the needs in the current environment economically

I.1.a. South Africa

The South Africa furniture market growth is mainly driven by the accelerating demand for sustainable home furnishing products, along with the rising trend for customized furniture products in the country. Consumers in South Africa have been showing an increased interest in **products made from renewable materials, following eco-friendly business practices**. Furthermore, minimalistic and functional furniture designs have also gained popularity for the market growth. People are looking for furniture pieces that are both aesthetically pleasing and practical, especially in smaller living spaces. Therefore, customers in South Africa are opting for unique and personalized furniture pieces that suit their preferences and spaces, fostering the overall market share.

This market is expected to experience an annual growth rate of 1.07% (CAGR 2024-2029). Within the furniture market, the largest segment is the Home Décor segment, which is estimated to have a market volume of US\$0.56bn in 2024. When considering the population figures, the per person revenue in South Africa is US\$26.96 in 2024. The demand for locally made, handcrafted wooden furniture is on the rise in South Africa as consumers prioritize supporting local artisans and embracing sustainable products.¹

The furniture industry in South Africa has been showing an increasing interest in sustainability and adopting sustainable practices to address environmental and social challenges. Therefore, furniture manufacturers aim to source and use recycled materials such as FSC (Forest Stewardship Council) certified wood, reclaimed wood, or bamboo, which have a lower environmental impact compared to traditional hardwoods. This, as a result, increases the demand for wood-based furniture, profiling market growth.

The economic growth of the South Africa furniture market is also driven by innovation and technical enhancements, which decrease the costs of manufacturing furniture products, enabling higher output. Expanding product innovation in the market can be a key strategy for furniture manufacturers to stay competitive, attract more customers, and increase their market share in the long run. In addition, it also allows companies to explore new and sustainable materials for furniture production. Innovation in materials can lead to more durable, eco-friendly, and visually appealing furniture pieces, thereby creating

¹ <https://www.fortunebusinessinsights.com/south-africa-furniture-market-108569>

profitable prospects for the overall market. For instance, in February 2023, PG Bison, a South African home furnishing company, launched a range of locally manufactured decorative wood-based furniture products with new designs and colors.

TRADE AGREEMENTS OVERVIEW

The trade agreements between South Africa and European countries in the furniture industry primarily fall under the broader agreements established between South Africa and the European Union (EU). One of the key agreements governing trade between South Africa and the **EU is the Economic Partnership Agreement (EPA)**², which aims to promote trade and development cooperation between the two regions. Under the EPA, South Africa benefits from preferential access to the EU market for its exports, including furniture products. This agreement facilitates tariff reductions or eliminations on a wide range of goods, making South African furniture more competitive in the European market.

Additionally, South Africa is a member of the Southern African Customs Union (SACU), which has a trade agreement with the European Free Trade Association (EFTA). This agreement, known as the **SACU-EFTA Free Trade Agreement**³, also provides preferential access for South African exports, including furniture, to EFTA member countries such as Switzerland, Norway, Iceland, and Liechtenstein.

Moreover, South Africa is part of the African Continental Free Trade Area (AfCFTA), which aims to create a single market for goods and services within Africa. While this agreement primarily focuses on intra-African trade, it could indirectly impact South Africa's trade relations with European countries in the furniture industry by strengthening its position within the African market.

In conclusion, the South African market can be considered attractive for potential business collaboration as one of the targeted markets of the FGOI project. Based on the above information, we consider that providing a space for hosting international delegations in order to facilitate visits by partners from South Africa can be beneficial for supporting collaboration and networking. In terms of needs, we have identified 4 main needs that can be solved by this initiative:

- Continuous information flow among the participants in the targeted countries – having a space for initiating collaboration in Europe will support the familiarization of South African stakeholders with direct contacts for information regarding to importing, manufacturing, and selling furniture products to and from Europe;
- Adapting products to meet the preferences and demands of South African consumers, considering factors such as style, functionality, and price point, which can be studied by organising an on-site visit in Europe;
- Provide an important contact point for the local market- as each space is connected to one cluster partner of the FGOI project.

² <https://trade.ec.europa.eu/access-to-markets/en/content/epa-eastern-and-southern-africa>

³ <https://www.sars.gov.za/legal-counsel/international-treaties-agreements/trade-agreements/efta-sacu/>

I.1.b Egypt

In Egypt, furniture has a wide range of cultural, economic, and social functions. The intricate designs and materials used in traditional Egyptian furniture represent Egypt's long history of furniture craftsmanship, which dates back thousands of years to the period of the Pharaohs. The function of furniture in Egypt nowadays is continually changing and adapting to contemporary needs. Egypt's furniture business has grown to be a significant economic sector. It generates a sizable portion of the nation's GDP and offers sizable workforce employment possibilities.⁴

According to 6Wresearch, the Egypt Furniture Market size is anticipated to grow at a higher growth rate during 2020-2026. The market is driven by rising incomes, a growing population, and urbanization. Additionally, the growing demand for household items in the country and the increase in online shopping due to the convenience offered are also aiding the Egypt Furniture Market growth over the forecast period. Moreover, the introduction of modern designs into traditional furniture manufacturing processes is also contributing to the growth of this market. However, the furniture market has been in decline for the past few years due to political and economic instability in the country and a decrease in tourism. Nevertheless, the economic growth and government efforts to encourage private sector investment and development are helping spur the overall market development. Also, the growing number of individuals living in urban areas and adopting Western lifestyles is leading to increased demand for contemporary furniture.

The pandemic has had a vital impact on the Egypt furniture industry as it brought up several challenges and changes to the industry that have affected its overall growth. In general, the demand for furniture has decreased during the pandemic as many individuals were experiencing financial issues, and job losses, and many people have cut back on spending. Additionally, the pandemic has resulted in changes in consumer behavior, with many people spending more time at home due to lockdowns, there has been a greater focus on home office furniture and other products that support remote work.

Egypt is the most populous country in the Middle East and North Africa region, with a population exceeding 100 million people. The majority of the population is young, with a significant portion residing in urban areas, particularly Cairo and Alexandria. Egypt has a mixed economy with sectors such as agriculture, manufacturing, services, and tourism contributing to its GDP. The government has been implementing economic reforms to attract foreign investment and stimulate economic growth.⁵

Companies entering the Egyptian market need to navigate the country's regulatory landscape, including import/export regulations, taxation, and licensing requirements. It's essential to stay informed about changes in regulations and compliance standards that may affect business operations.

TRADE AGREEMENTS OVERVIEW

The **EU-Egypt Association Agreement** has been in force since 2004. This agreement creates a free-trade area between the EU and Egypt by removing tariffs on industrial products and making agricultural products easier to trade.

⁴ <https://mobilityforesights.com/product/egypt-furniture-market/>

⁵ <https://www.pwc.com/m1/en/tax/documents/doing-business-guides/dbie.pdf>

In conclusion, the Egyptian market can be considered attractive for potential business collaboration as one of the targeted markets of the FGOI project. However, interest has dimmed in the last years, due to multiple global shocks causing a foreign exchange crisis, historic inflation, and pressures to worsen the already-stretched fiscal and external accounts. While triggered by the global poly-crisis, the rising macroeconomic imbalances in Egypt reflect pre-existing domestic challenges, including the sluggish non-oil exports and FDI, constrained private sector activity and job-creation (notably for youth and women), as well as the elevated and rising government debt. Below-potential revenue mobilization is further limiting the fiscal space required to advance human and physical capital for the Egyptian population which exceeds 105 million, almost 30 percent of whom are below the national poverty line, according to 2019 official estimates.

Based on the above information, we consider that providing a space for hosting international delegations in order to facilitate visits by partners from Egypt can be beneficial for supporting collaboration and networking, as:

- Quality standards and knowledge sharing: as European markets are known for their stringent quality standards and certification requirements across different, Egyptian businesses can gain access to markets that prioritize quality and safety standards, ensuring their products meet international regulatory requirements and consumer expectations.
- Business visits to Europe offer Egyptian companies the opportunity to engage in cultural and educational exchange, fostering cross-cultural understanding, building trust, and strengthening diplomatic and economic ties between Egypt and European countries.
- Europe represents a vast and diverse market with significant purchasing power. For Egyptian companies looking to expand their customer base and reach new markets, establishing partnerships with European companies can provide access to a broader consumer demographic and increase sales opportunities.
- Provide an important contact point for the local market- as each space is connected to one cluster partner of the FGOI project.

I.1.c. USA

The United States home furniture market is estimated at USD 34.8 billion in the current year and is poised to register a CAGR of greater than 3% during the forecast period.

One of the key drivers of the market is the growing residential construction market during the study period. Although the construction market is under pressure in the majority of locations in the country due to the COVID-19 pandemic, the situation is expected to get back to the pre-COVID-19 level depending on the changing market dynamics. Due to the pandemic and lockdown, the US home furniture market saw a tremendous growth in online orders. The COVID-19 pandemic that occurred in the early days of 2020 drastically altered the furniture industry. The disruption in the supply chain and the temporary ban on global trade have had a significant impact on countries that rely heavily on imports for furniture. The COVID-19 pandemic also showed how important it is for this industry to rely less on imports and improve digitalization and automation.⁶

⁶ <https://www.mordorintelligence.com/industry-reports/us-home-furniture-market>

The growing popularity of eco-friendly furniture and changes in lifestyles are driving the growth of the market. Players in the U.S. home furniture industry use mergers and acquisitions and creation of new product lines as ways to grow their businesses. However, the market is facing some challenges, such as shifting consumer trends and expectations, rising material costs, and a skilled labor shortage.

Ready-to-assemble (RTA) furniture is becoming increasingly popular among homeowners and renters because of its lower costs and compact designs. RTA furniture, also known as flat-pack furniture, is not assembled by the manufacturer and is available in parts with instructions on how to assemble it. E-commerce is also fueling the market's growth, and there are many e-commerce giants such as Amazon, Wayfair, and Home Depot that offer a wide range of furniture products from many key brands as part of their product portfolios.⁷

I.1.d. Canada

The Canada Home Furniture Market size is estimated at USD 19.05 billion in 2024, and is expected to reach USD 23.54 billion by 2029, growing at a CAGR of 5.43% during the forecast period (2024-2029). Canada is the fifth largest exporter of furniture in the world. The furniture industry in Canada is made up of wood cabinet and countertop manufacturers, office furniture and institutional furniture manufacturers, and blinds & shades manufacturers. It also includes home furniture manufacturers along with mattress manufacturers.

Canada is one of the top ten furniture manufacturers in the world. It is due to the channelized nature of production, distribution, and selling and the growing demand for home furnishings (driven by consumer spending capacity). The growth of the infrastructure sectors, such as real estate and tourism, also contributes to the growth of the commercial furniture market in Canada. In addition, the country is known for producing carved and specialized wood furniture. These are the main factors driving the growth of the home furniture industry in Canada.

The increasing per capita income of the middle class is driving the growth of the home furnishings sector in Canada. The increasing demand for business furniture in the country is partly due to the growth of infrastructure industries such as real estate, tourism, etc. In addition, the country is well-known for producing specialty and carved wooden furniture. Furniture brands want to increase their presence in major cities by collaborating with their local distributors and setting up their stores. Since internet players carved a niche in this industry, its growth is wider than traditional high-street retailers. These are the main reasons driving the growth of Canada's home furnishings sector.

The impact of the COVID-19 crisis on consumer behavior and manufacturing trends heightened the importance of digitalization and automation for the furniture industry. Online-savvy consumers seeking personalized shopping experiences and competitive prices are pushing furniture manufacturers to innovate their existing workflows.⁸

⁷ <https://www.mordorintelligence.com/industry-reports/us-home-furniture-market>

⁸ <https://www.mordorintelligence.com/industry-reports/us-home-furniture-market>

For a more comprehensive analysis of the furniture market in the targeted third countries, please download D2.1 Report on Market Insights on the official website of the project: <https://fgoi.eu/report-on-market-insights/>

II. Objectives of the representation in Europe

A representation office, in the context of hosting international delegations in Europe, serves as a centralized hub or platform for facilitating interactions, collaborations, and engagements between international delegations and relevant stakeholders within the European region. Unlike governmental structures, these representation offices operate independently and are typically led by owner clusters or consortiums comprising various entities such as businesses, industry associations, chambers of commerce, or trade promotion organizations.

These representation offices act as **focal points for coordinating and organizing visits, meetings, and events for international delegations**, providing them with tailored support and assistance throughout their stay in Europe. They serve as a **bridge between visiting delegations and the European business community**, offering a range of services aimed at facilitating successful interactions and fostering meaningful partnerships.

Key functions of FGOI representation offices:

- Facilitating meetings and engagements: arranging meetings, workshops, seminars, and networking events between visiting delegations and relevant stakeholders in Europe, including businesses, government officials, industry experts, and academia.
- Providing information and support: offering information and guidance to visiting delegations with travel arrangements, as well as navigating local regulations and customs.
- Promoting collaboration and partnership: actively promote collaboration and partnership opportunities between visiting delegations and European counterparts, facilitating discussions on potential business ventures, investment opportunities, joint research projects, and technology transfer initiatives.
- Networking and relationship building: fostering networking and relationship-building opportunities between visiting delegations and key stakeholders in Europe, helping forge long-lasting connections and partnerships that extend beyond individual visits.

Thus, the FGOI consortium considers that the representation offices can play an important role **in facilitating a positive impact on the collaboration between international delegations and the European business community**, contributing to the promotion of trade, investment, innovation, and collaboration on a global scale.

II.1. Interested partners and their commitments

In order to create the report and the proposal, FGOI project partners have been asked to decide their degree of involvement in this initiative, by providing their interest in creating an office **in their headquarters**.

These representation offices operate independently, distinct from any official structure, and are instead led by owner clusters comprised of diverse entities such as businesses, industry associations, and trade promotion organizations. It's important to note that while they operate autonomously, each representation office has its own unique governance structure tailored to the specific needs and objectives of its owner cluster. **This decentralized approach allows for flexibility and adaptability, ensuring that the representation offices can effectively cater to the diverse interests and priorities of their respective cluster owners/coordinators.**

However, the representation office is in line with **the Furniture GO International project's mission and vision** and adheres to the provisions of the Joint Internationalisation Strategy⁹:



MISSION

Create agile and effective intercluster cooperation dynamics in order to support market access and consolidation of European furniture industry SMEs in the USA, Canada, Egypt and South African markets

VISION

Our vision is to be the benchmark for European furniture clusters and SMEs that strive to export their goods and services out of the EU market

OUR OBJECTIVES

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

The project has received funding from the European Union's COSME programme under grant agreement No. 101035888



To emphasize the decentralized nature of these representation offices, it is important to mention the characteristics of what they entail in implementation:

- **Autonomy and independence:** they are operated autonomously by the agreed clusters, free from centralized control or direction. They have the freedom to make decisions and take actions based on the unique needs and priorities of their respective owner clusters and they can choose to withdraw their involvement at any time;

⁹ D1.1 JOINT INTERNATIONALISATION STRATEGY

- The decisions are made locally, at the level of each representation office, rather than being dictated by a central authority. This allows for greater responsiveness to local conditions, preferences, and challenges.
- Each representation office has the flexibility to tailor its approaches, strategies, and initiatives to best serve the interests of its owner cluster and stakeholders, as well as their own objectives and internal budgets. This adaptability ensures that the representation offices can effectively address the specific needs and dynamics of their respective markets;
- This diversity allows for experimentation, innovation, and the adoption of best practices tailored to local contexts.

Despite their decentralized nature, the FGOI representation office will collaborate closely with other stakeholders, both within their owner clusters and across broader networks. This collaboration enables the sharing of knowledge, resources, and expertise, enhancing the collective impact of their activities.

COMPOSITION – EUROPEAN REPRESENTATION - HOSTING INTERNATIONAL DELEGATIONS

The following cluster organisations have expressed interest in participating in this initiative:

- **TFC: THE TRANSILVAN FURNITURE CLUSTER** was established in 2012 to support the furniture industry, with the stated aim of supporting increased competitiveness, both nationally and internationally. Since its establishment, founding members include SMEs, research organizations, universities and catalysts. The management team of the cluster ensures year after year compliance with the constitutive act, which provides for the development of an activity plan and the implementation of a common development strategy for CMT members . The strategy is constantly updated, the project proposals are analyzed with the members, the activities and objectives of the ongoing projects are monitored and quantified, and the budget is verified and validated annually, during the general meetings.



CMT develops networks and mechanisms that accelerate the transferability of ideas, innovations, and information from one member to another, regardless of the geographical distance between them. The results prove the commitment of the members to support innovation within the industry, by the creation of:

- **The Romanian Excellence Center for Furniture CEM** – a home for innovation and research for the industry, includes 8 laboratories and a 'future factory' for R&D, emphasizing the development and launch of innovative services and products within the furniture sector. The center is promoting the adoption of advanced technologies such as VR, AR, and MR for industry engagement and collaboration;
- **The Design, Prototyping and Testing Laboratory:** provides internationally standardized services. It is equipped with 19 different devices and caters to professionals such as industrial designers, object designers, and representatives from the wood and furniture industry. The laboratory facilitates the testing of office furniture (chairs, dividers, desks), household furniture (tables, chairs, cabinets, beds, mattresses), and outdoor furniture. This facility offers workstations for industrial design and product rendering, 3D printing services, product dimension testing, safety requirements testing, product stability and durability testing, environmental wear testing, and testing for emissions of volatile organic compounds.

The collaborations that occur between cluster members or between the cluster and external partners create their own value chain, based on trust and openness, and are beneficial for all involved. CMT develops networks and mechanisms that accelerate the transferability of ideas, innovations and information from one member to another, regardless of the geographical distance between them.

- **AMBIT – FURNISHING CLUSTER:** Over 150 companies are members of the cluster, and they represent the entire value chain: from producers of raw and semi-finished materials, to manufacturers of various habitat products (furniture, floor and wall tiles, lighting, home textiles, home automation, etc.) and wholesale and retail distributors. Furthermore, our ecosystem includes knowledge providers, such as technology-based companies, universities and technology centers.



In order to help companies prepare for change, they have developed activities such as market intelligence, innovation and training projects, working together in learning environments, such as conferences and workshops, and in spaces designed for sharing, such as our meet&share.

AMBIT – Furnishing cluster is the organizer of interihotel, the benchmark event in contract hospitality in Europe, with editions in Barcelona and Madrid in which over 4,000 professionals participate. Their activity is focused on innovation in the areas of digitization, circular economy and shared value.

WIC: THE WOOD INDUSTRY CLUSTER, SLOVENIA is a non-profit private association that was founded in 1999 by woodworking companies, along with state institutions. Today the WIC is comprised of 90 companies and institutions including Slovenian wood processors and producers of furniture (about one third of the Slovenian wood sector). The staff of the WIC office has more than 30 years of experience, especially in the field of clustering, networking, development, project coordination and management, participation in EU projects, transfer of knowledge, as well as in training and internationalisation.



WIC is involved in the implementation of the Smart Specialisation strategy (S4) in the Republic of Slovenia, through the cross-sectorial Strategic Research and Innovation Partnership in the field of Smart buildings and homes, including wood value chain (SRIP). WIC is also a founding member of Digital Innovation Hub Slovenia, RC31 – Development centre of creative furniture industry and international Furniture and Woodworking Cluster Partnership (FWCP). In addition, WIC is managing the **Competence Center for Human Resources Development in the Slovenian wood sector** and is included in the ECCP Toward Green Transition Facility program, intended to support SMEs in the implementation of the circular economy.

The cluster also carries out internationalization activities; online b2b, business delegations, showrooms, collective stands on the fairs, export catalogue, exchange of business opportunities / offers / demands, study visits. Our main focus is on the EU, UK and US but also Canada and Egypt markets.

ICS: THE INTERIOR CLUSTER SWEDEN is a non-governmental and non-profit organization that brings together companies, organizations, and other entities from the furniture and interior design industry in Sweden. This cluster aims to facilitate collaboration, innovation, and growth in the furniture and interior design industry through a platform for cooperation and knowledge exchange.



Some of the main objectives of the cluster include:

- Facilitating collaboration: the cluster serves as a meeting point and collaboration hub for companies and professionals in the furniture and interior design industry in Sweden. Through events, meetings, and joint projects, the cluster encourages the exchange of ideas, experiences, and resources among its members.
- Promoting innovation: the cluster supports innovation in the furniture and interior design industry by promoting the development of innovative products and services, advanced technologies, and efficient production processes. This contributes to strengthening Sweden's position as a center of excellence in design and furniture production.
- Supporting export and internationalization: the cluster provides support and resources for companies in the furniture and interior design industry looking to expand their activities into international markets. Through its network of contacts and partnerships, the cluster facilitates access to new business opportunities and collaboration on a global scale.
- Promoting sustainability: the cluster promotes sustainable practices in the furniture and interior design industry by encouraging the use of sustainable materials, responsible production processes, and eco-friendly design. This helps reduce environmental impact and enhances the sector's long-term competitiveness.

Through its activities and initiatives, the Interior Cluster Sweden plays an important role in promoting collaboration, innovation, and sustainable development in the furniture and interior design industry, contributing to strengthening Sweden's international position in this field.

KČN: Cluster of Czech Furniture Manufacturers consists of the TOP Czech furniture and woodworking companies, traders, exhibitors in the field of furniture, universities and research institutes. KČN is the largest cluster focusing on furniture and woodworking industry, interior design and leader of cluster initiatives in the Czech Republic. Since its foundation in 2006, KČN has invested almost 500,000,000 CZK in the support of entrepreneurship, applied research and innovation, and in strengthening the competitiveness of small and medium-sized enterprises in the Czech furniture industry.



Its main goal is to support of international competitiveness and economic growth of cluster member companies, through an emphasis on developing research, development and innovation, continuously improving the links between research institutions and the business sector in the furniture industry, education activities and strengthening the internationalization of the cluster. The cluster connects its members with the academic and scientific research sphere and initiates scientific research and innovation activities. It is involved or is itself the bearer of research, experimental development and innovation projects with support from public funds. It also helps to commercialize the results of science and research, transfer technology and its application to the industrial sphere. Within its projects, the cluster builds a shared infrastructure and thus helps its members to minimize the costs of R & D & I. As part of the R&D projects of other entities, the cluster provides consulting services within its field of specialization.

Within the cluster, great emphasis is also placed on internationalization activities, in the framework of which KČN participates in international projects, maps foreign markets, identifies market opportunities, develops exports, seeks contacts to establish cooperation and organizes joint exhibitions of cluster members.

Cluster provides information in the areas of law, economics, activities of industry entities of which KČN is a member, events for the furniture industry, identification of market opportunities and new markets.

KČN specific goals:

- Improve cluster member companies' access to the modern technologies, device equipment and equipment needed for R&D activities through joint technology centers.
- Encouraging its members to take advantage of collective research opportunities and intensive utilization outcomes of joint research and development activities by launching innovative processes and products into pro-duction.
- Support the international activities of the cluster and its member companies in selected foreign territories through the cluster internationalization incl. support for international technology transfer.
- Strengthen joint promotion and presentation of cluster member companies through joint participation in trade fairs and exhibitions in the Czech Republic and abroad, organizing professional conferences and seminars.
- Further develop mutual cooperation among KČN members by organizing joint meetings, events, joint purchase of products and services and also members cooperation in the production and supply of large interior units in the Czech Republic and abroad.



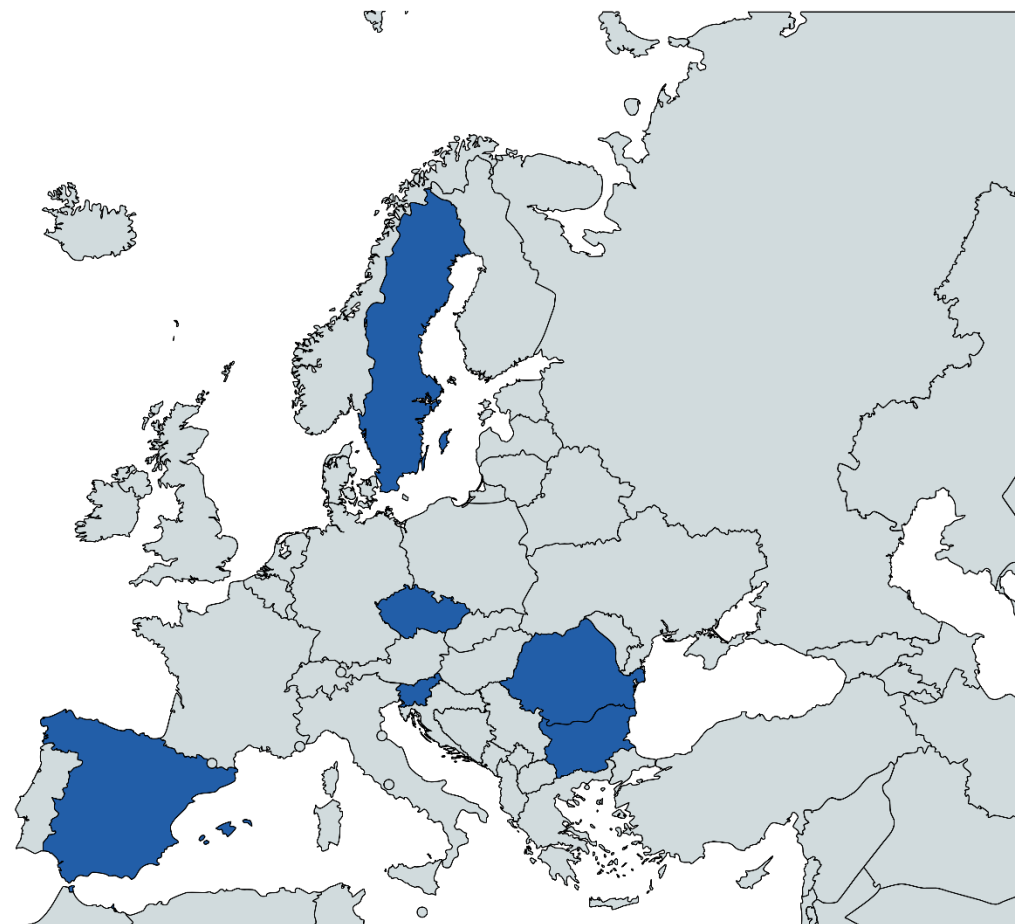
Bulgarian Furniture Cluster – BFC - is a dynamic non-profit association registered in 2009 that holds an ESCA Label – Bronze. The organization urges its members, from furniture design to manufacturing, to be competitive on the local markets, but partners on the international stage, collaboratively building a “brand name” of innovation, quality, and reliability for the Bulgarian furniture industry at international markets.

BFC is led by a strong conviction to develop a distinct identity of the Bulgarian furniture industry at international markets. To current date, the organization has been pivotal in the effective and sustainable development of the domestic furniture industry: greatly increased international export activities of its SMEs; increased the level of communication and active collaboration across the Bulgarian furniture industry value-chain; established a shared hub and amenities for innovation-related activities and prototyping.

III. Geographic coverage



Confirmed European Representation - Hosting International Delegations – locations



Confirmed European Representation - Hosting International Delegations – geographic coverage

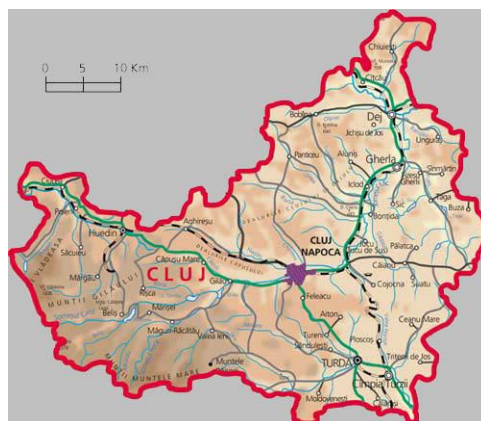
III.1. Economic characteristics of the location

The EUROPEAN REPRESENTATION - HOSTING INTERNATIONAL DELEGATIONS is present in 6 confirmed locations:

- **III.1.a) ROMANIA, CLUJ-NAPOCA**

Cluj-Napoca, often referred to as the “Silicon Valley of Romania”, is an important economic center in the country. Some key points about its economy:

Rapid economic development: The region is experiencing rapid economic development, stimulated by massive foreign investment. It’s becoming one of the most active regions in Europe, with a GDP per capita of almost €11,000 per year.

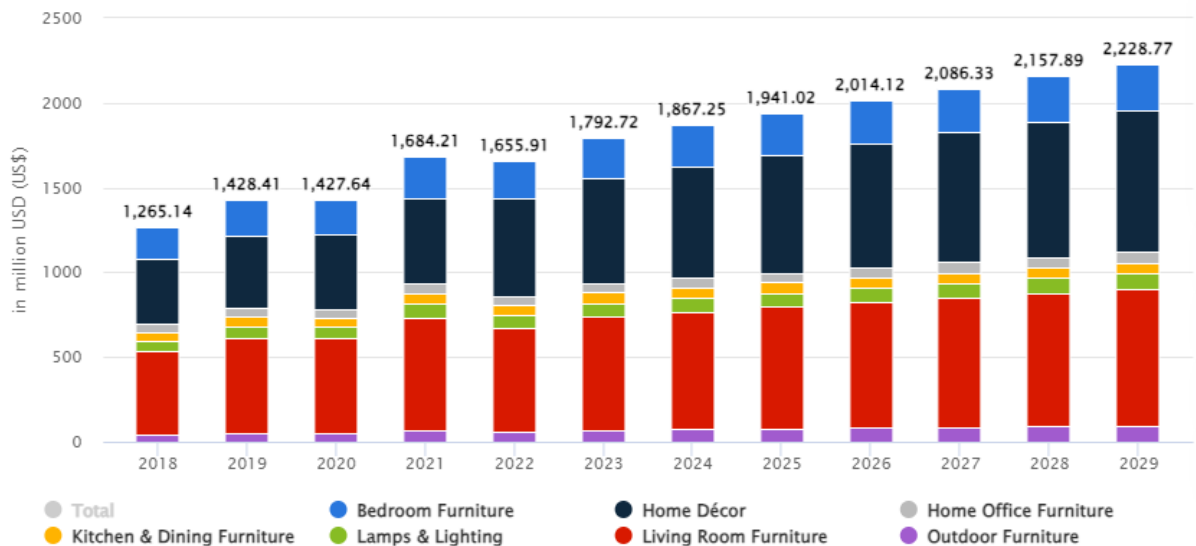


- Local brands: Famous local brands that have become well-known at a national, and to some extent even international level, include: Banca Transilvania, Farmec, Jolidon, and Ursus Breweries.
- IT and Innovation: Cluj-Napoca is known for its vibrant IT and innovation sector. It's often referred to as the "Silicon Valley of Romania" due to the high concentration of technology startups and IT professionals².
- Education and research: The city is home to several universities and research institutions, which contribute to the local economy and foster innovation.
- foreign trade: The city is involved in foreign trade and has a diverse economic structure

In relation with the furniture industry, Cluj-Napoca has a growing that plays a significant role in the local economy. With a rich tradition of craftsmanship in furniture making, with skilled artisans and craftsmen producing high-quality furniture products, the city has the reputation of a hub for quality furniture manufacturing. The furniture industry in Cluj-Napoca encompasses a diverse range of products, including residential furniture, office furniture, outdoor furniture, and specialized furniture items. Companies in Cluj-Napoca cater to both domestic and international markets, offering a variety of designs and styles to suit different tastes and preferences.

Cluj-Napoca benefits from a supportive ecosystem for the furniture industry, including access to skilled labor, research and development facilities, business support services, and industry associations. This supportive environment fosters collaboration, knowledge sharing, and entrepreneurship within the local furniture industry.

The furniture industry in Cluj-Napoca is a dynamic and thriving sector that contributes significantly to the city's economy, reputation, and cultural heritage. With its tradition of craftsmanship, manufacturing excellence, and focus on innovation, Cluj-Napoca is well-positioned to continue its growth and success in the furniture industry.



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Apr 2024

Source: Statista Market Insights

The Furniture market in Romania has been experiencing steady growth in recent years, driven by changing customer preferences, emerging trends, and favorable macroeconomic factors.

Customer preference has shifted towards modern and functional designs, as consumers seek furniture that not only enhances the aesthetics of their homes but also provides practicality and convenience. This shift in preferences has led to an increased demand for modular furniture, multi-functional pieces, and space-saving solutions. **Additionally, there is a growing interest in sustainable and eco-friendly furniture, with consumers showing a preference for products made from recycled materials or sourced from sustainable forests.** Trends in the market indicate a rising demand for online furniture shopping in Romania. The convenience and ease of online shopping, coupled with a wide range of options and competitive prices, have attracted an increasing number of consumers to purchase furniture online. This trend has been further accelerated by the covid-19 pandemic, which has led to a surge in online shopping across various industries. As a result, furniture retailers in Romania are **increasingly focusing on enhancing their online presence and providing a seamless digital shopping experience to cater to the changing consumer behavior.** Local special circumstances in Romania also contribute to the development of the Furniture market. Romania has a growing middle class with increasing disposable income, which has fueled consumer spending on furniture. Additionally, the country has witnessed a rapid urbanization trend, with more people moving to cities and seeking new homes or renovating existing ones. This has created a demand for furniture, as individuals and families look to furnish their new spaces or upgrade their interiors. Underlying macroeconomic factors have played a significant role in the growth of the Furniture market in Romania. The country has experienced a stable economic growth rate, which has led to an improvement in living standards and increased consumer purchasing power. Furthermore, favorable government policies and incentives have encouraged foreign investments in the furniture industry, leading to the establishment of international furniture retailers and manufacturers in Romania. This has not only expanded the market but also introduced new designs, technologies, and quality standards to the local industry. In conclusion, the Furniture market in Romania is developing in response to changing customer preferences, emerging trends,

Local special circumstances: and favorable macroeconomic factors. The shift towards modern and functional designs, the rise of online furniture shopping, the growing middle class, rapid urbanization, and stable economic growth are all contributing to the growth and development of the market. As the market continues to evolve, furniture retailers in Romania will need to adapt to these trends and preferences to stay competitive and meet the evolving needs of consumers.

III.1.b) SWEDEN, STOCKHOLM

Stockholm, the capital of Sweden, is a significant economic hub in the country and the Nordic region. Stockholm is at the heart of Sweden's economic life. It has a modern distribution system, a skilled labor force, and excellent internal and external communications. In terms of the key industries, it's significant to mention information technology, telecommunications, clean technology, and life sciences. The city is also known for its strong start-up culture and is often referred to as the "Start-up Capital of Europe".

Important Swedish exports such as timber, hydroelectricity, and iron ore are significant to Stockholm's economy. Privately owned firms account for about 90% of domestic industrial production. According to the World Bank, a key feature of the Swedish economy is its openness and liberal approach to trade and doing business.¹⁰

The furniture industry in Sweden is a significant sector with a strong presence in both domestic and international markets. Sweden is Europe's 9th largest furniture producer with a production worth 2.7 billion Euros¹¹. The total annual production of furniture in Sweden is estimated to be 28.3 billion SEK in 2022. It is anticipated that the market will witness an annual growth rate of 5.96% from 2024 to 2029.

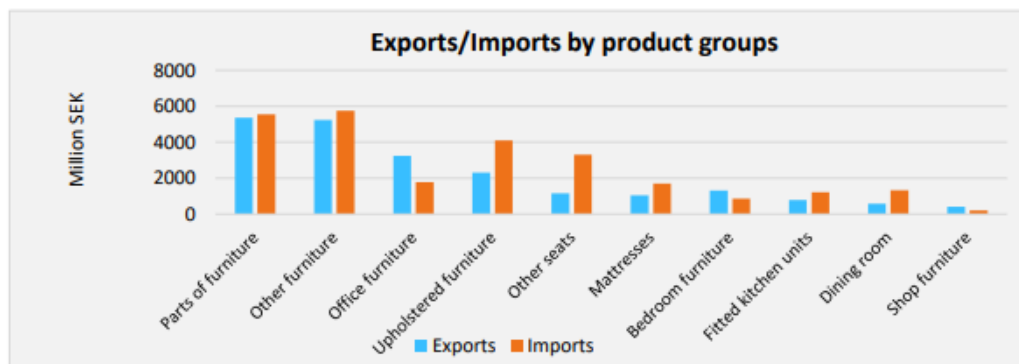
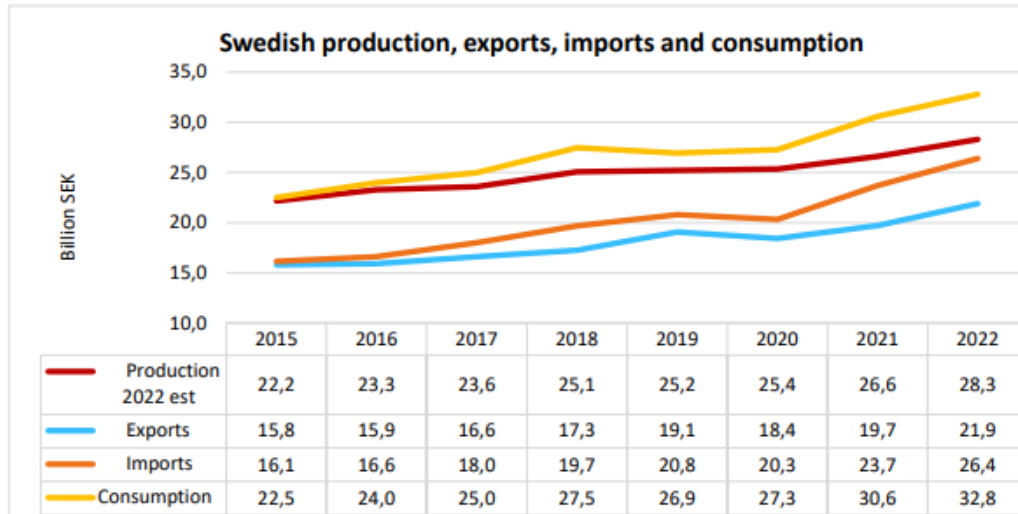
Swedish customers have shown a strong preference for high-quality and sustainable furniture. They value functionality and minimalistic design, with a focus on clean lines and natural materials. One of the key trends in the Swedish furniture market is the increasing popularity of online shopping.

The Swedish economy has been performing well in recent years, with stable economic growth and low unemployment rates. This has contributed to increased consumer confidence and spending power, which in turn has boosted the furniture market. Additionally, the government's focus on housing construction has led to a higher demand for furniture, as new homeowners furnish their properties. In conclusion, the Furniture market in Sweden is **experiencing growth due to customer preferences for high-quality and sustainable furniture, the increasing popularity of online shopping, and the focus on craftsmanship and design**. The strong economy and government initiatives promoting sustainability have also contributed to the market's development.



¹⁰ [The Swedish economy | sweden.se](https://www.sweden.se)

¹¹ [PowerPoint-presentation \(tmf.se\)](#)



12

III.1.c) SLOVENIA, LJUBLJANA

Ljubljana, the capital of Slovenia, is a significant economic hub in the country. Ljubljana is the financial center of Slovenia¹. It has a high level of prosperity and stability, with a GDP per capita by purchasing power parity at 92% of the EU average in 2022. The city's industries include pharmaceuticals, petrochemicals, food processing, and electronics.

Ljubljana is an important center of rail and road communications with Austria, Croatia, Hungary, and Italy.



¹² https://www.tmf.se/imagevault/publishedmedia/tq1fkiigt6lnysmwumu/Annual_statistics_furniture_-_2022.pdf?download=0

The nominal GDP in 2023 is 68.108 billion USD, and the nominal GDP per capita in 2023 is USD 32,350. The highest GDP per capita is in central Slovenia, where Ljubljana is located.

The furniture industry in Ljubljana, Slovenia, is a significant sector with a strong presence in both domestic and international markets. The production value of the furniture manufacturing industry in Slovenia declined to 417 million euros in 2020. However, the last two years in this industry recorded a significantly higher production value than the preceding years. The market is anticipated to experience an annual growth rate of 2.31% from 2024 to 2029.

There are several local brands that have become well-known at a national level, and to some extent even international level. For example, PIKKA is a design brand based in Ljubljana, Slovenia, specializing in ideas and objects that make life easier and more beautiful³.

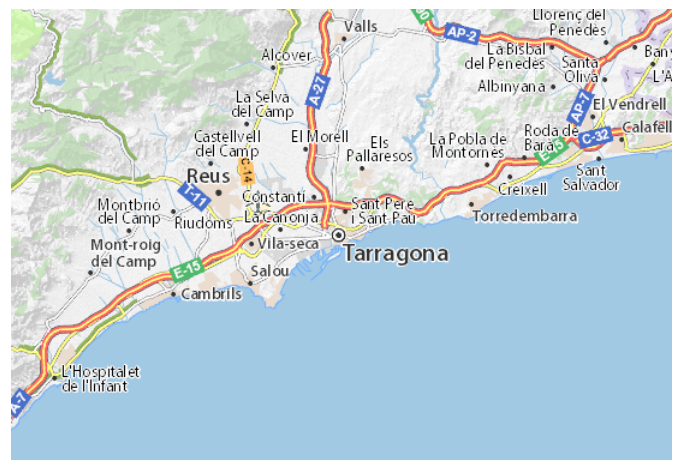
Slovenian customers have shown a strong preference for high-quality and sustainable furniture. They value functionality and minimalistic design, with a focus on clean lines and natural materials.

The Slovenian Furniture eCommerce market is predicted to reach US\$50.5 million by 2024 and accounts for 65.4% of the Furniture & Homeware eCommerce market in Slovenia. It is expected to increase over the next years. The expected compound annual growth rate for the next four years (CAGR 2024-2028) will be 5.5%, resulting in a projected market volume of US\$62.7 million by 2028.¹³

III.1.d) SPAIN, TARRAGONA

Tarragona, a city in Catalonia, Spain, is a significant economic hub. Tarragona was the number 9 in total exports and the number 4 in total imports in Spain in December 2023¹. The city exported €792M and imported €1.2B, resulting in a negative trade balance of €412M.¹⁴

The industrial sector, particularly the chemical and petrochemical industries, and services, particularly tourism, are the economic pillars of Tarragona. The city also supports the petrochemical industry that is concentrated around it.



In 2023, Spain's Tarragona exported €10.5B, making it the 9th largest exporter out of the 52 exporters in Spain. In the same year, Tarragona imported €17.8B, making it the 4th largest importer out of the 52 importers in Spain.

The furniture industry in Tarragona, Spain, is a significant sector with a strong presence in both domestic and international markets. **The production value of the furniture manufacturing industry in Spain declined**

¹³ <https://ecommercedb.com/markets/si/furniture>

¹⁴ [Tarragona | The Observatory of Economic Complexity \(oec.world\)](https://oec.world/en/country/es/region/cataluna/city/tarragona)

to 417 million euros in 2020. However, the last two years in this industry recorded a significantly higher production value than the preceding years.

The furniture market in Spain is projected to generate revenue amounting to US\$10.17bn in 2024. The market is expected to grow annually by 1.34% (CAGR 2024-2029).

There are several local brands that have become well-known at a national level, and to some extent even international level. For example, Desarrollo Y Expansion Del Mueble S.A, Tapisseria Tarraco, and Apartmueble are some of the furniture companies based in Tarragona.

Spanish customers have shown a strong preference for high-quality and sustainable furniture. They value functionality and minimalistic design, with a focus on clean lines and natural materials.

Spain is one of the largest European furniture manufacturing countries. Developments in manufacturing technology and upsurge in demand for customizable furniture are the key factors that drive the growth of the Spain furniture market. Rising inclination towards renovation and remodelling projects in residential sectors will enhance the Spain furniture market size over the forecast timeframe. Additionally, increasing disposable income has influenced the individual to spend more on comfortable lifestyle, this is expected to provide growth opportunity for the market to some extent.¹⁵

Spain is one of leading players in the furniture industry. During 2019, Spanish furniture exports reached EUR 2,318 million, which represents an increase of 4.7% compared to the previous year. Furniture exports to the four main markets, France, Portugal, Germany, and United Kingdom accounted for 53.5% of total Spanish furniture exports. France remains the main export destination of Spanish furniture, with a high percentage of the total exported (28%) and a growth of 9% in the period.

III.1.e) CZECHIA, BRNO

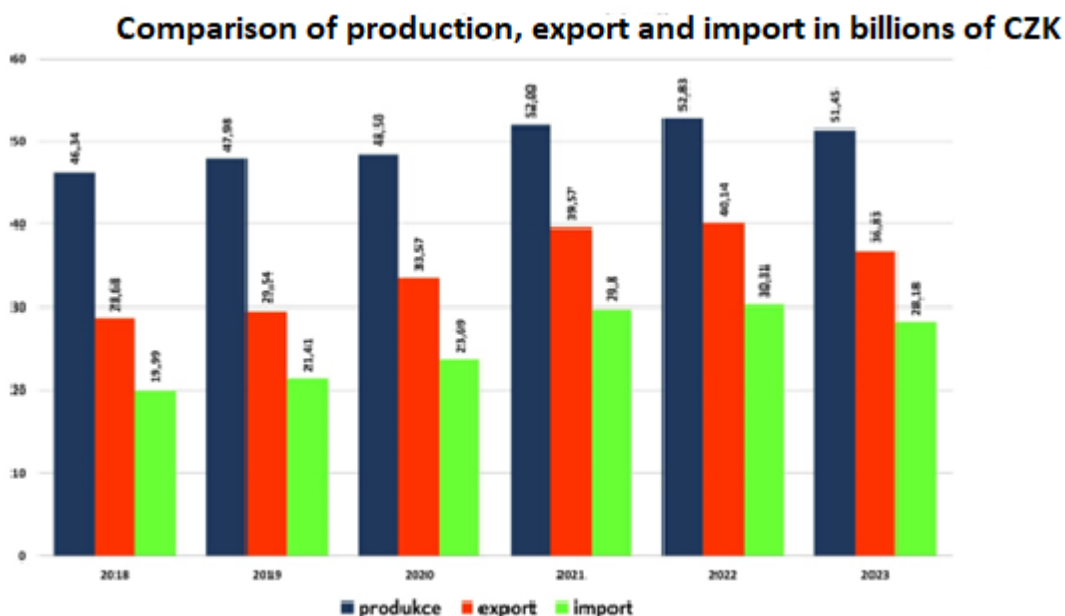
Brno is the second largest city in the Czech Republic in terms of population and area. It is part of the South Moravian Region. The Czech Republic is one of the most industrial in Europe. Although you won't find any mines, smelters or ironworks in Brno, the city has been the hub of world industry for almost three centuries. Thanks to his development, Brno flourished as a cultural metropolis with its unique architecture. The turning events of the 20th century significantly marked the position of the city and its face, but they could not sever all the threads. To this day, some key industrial buildings have remained in Brno, and above all, the strong stories of the families that built the glory of Brno. Successful creative industries have been growing on this basis in recent years. They draw on rich history and are inspired by the current relaxed atmosphere that prevails in Brno.



¹⁵ <https://www.mordorintelligence.com/industry-reports/spain-furniture-market>

The furniture industry is an important sector in the Czech Republic with a strong presence of Czech companies on the domestic and international markets. Furniture production in the Czech Republic reached a value of CZK 51.45 billion in 2023.

Manufacturing companies from the Czech Republic export more expensive and high-quality furniture, especially to developed EU markets. In 2023, it was in this order: Germany, the Netherlands, France, Slovakia. The US market fell to eighth place behind Poland in terms of furniture exports. The export value for 2023 was CZK 36.83 billion.



The share of Czech furniture companies on the Czech market in 2023 was 14.62 billion CZK.

Czech customers prefer high-quality and sustainable furniture, characterized by high-quality workmanship and timeless design. Customers appreciate the functional and modern/minimalist design. In the Czech Republic, quality handcrafted furniture made of solid wood, as well as furniture made of agglomerated materials, will find its customers. Currently, furniture made from ecological materials is coming to the fore. The use of ecological materials and technologies and respect for the required legislation means that the products of the furniture industry in the Czech Republic practically do not contain dangerous or harmful substances threatening the population or the environment.

In the Czech Republic, there is a demand for so-called Smart furniture, that is, furniture that has smart solutions built into it, either from the IT field or furniture that provides more functions with its structural solution and perhaps even saves space when used in small-sized housing.

III.1.f) SOFIA, BULGARIA

As a general overview, Sofia is the capital and economic heart of Bulgaria and home to most major Bulgarian and international companies operating in the country, as well as the Bulgarian National Bank and the Bulgarian Stock Exchange. Plovdiv is the second-largest city and has one of the largest economies in Bulgaria. Varna is the third largest city in Bulgaria and the largest city and seaside resort on the Bulgarian Black Sea Coast. Situated strategically in the Gulf of Varna, economically, Varna is among the best-performing and fastest-growing Bulgarian cities.

The furniture market in Sofia, Bulgaria, is a vibrant and dynamic sector. Sofia has a rich market ecosystem, including farmer's markets and flea markets. These markets often feature small local businesses selling a variety of products, including furniture. Bulgarian consumers, like those in many other countries, are increasingly interested in sustainable and high-quality furniture. They value functionality, design, and the use of natural materials. Additionally, online shopping for furniture is also gaining popularity in Sofia, similar to global trends.

In Bulgaria, the revenue in the Furniture market is projected to reach US\$762.10m in 2024. It is anticipated that the market will experience an annual growth rate of 1.04% (CAGR 2024-2029). The largest segment in the market is the Bedroom Furniture segment, which is expected to have a market volume of US\$203.80m in 2024. When compared globally, United States generates the highest revenue in the Furniture market, amounting to US\$263bn in 2024. Bulgaria's furniture market is experiencing a surge in demand for handcrafted, traditional designs inspired by the country's rich cultural heritage.¹⁶

According to data from the Ministry of Economy for 2017, about 20% of furniture companies have active exports, while most of them carry out periodic exports abroad (Getov 2017). In recent years, the domestic furniture retail market has undergone tremors and upheavals, including the bankruptcies of some companies, such as ARON Furniture, and the rapid development of others, such as Videnov Furniture. Internet trade has intensified significantly. This situation has led to a radical change in the market and the transfer of some of the customers of large chains to local chains and large stores. The main challenges for the manufacturers are related to the constant pressure from traders to reduce prices or market analogues of old models, but with lower prices. On the other hand, the price of materials and wages in the sector is rising - these circumstances create conditions for reducing margins, lowering quality and entering more and more imported products through large chains.

The Bulgarian export of furniture in 2017 exceeded 335 million euros. The trend of increase has been stable over the years, and



¹⁶ <https://www.statista.com/outlook/cmo/furniture/bulgaria>

in comparison with 2008 it has increased almost twice . Among the countries in the top 10 for Bulgarian exports are countries such as Germany, France, Italy, Great Britain and China.

In 2018, according to official statistics, there were about 2,300 furniture companies in Bulgaria and about 22,270 people were employed in the sector. Most of these companies have high-tech equipment and have good opportunities to win new markets.

Bulgaria is among the 40 largest exporters of furniture in the world and ranks 38th. In terms of imports, we rank 66th in the world, 29th in Europe and 6th in the Balkans. According to the author, the fact that Bulgaria has more than 2 times more exports than furniture imports is very positive. In terms of furniture production, Bulgaria ranks 63rd in the world, 26th in Europe and 7th in the Balkans.

III.2. European representation for international delegation – Furniture Collaboration Spaces - FGOI Hubs

Furniture Collaboration Spaces - FGOI Hubs: These spaces, in partnership with "FURNITURE GO INTERNATIONAL (FGOI)," promote collaboration among furniture industry stakeholders. They offer networking and partnership opportunities for businesses, networks, and cluster organizations from third countries, interested in collaborating with the European furniture industry. Each location is coordinated by the mentioned cluster organization and each space requires a minimum set of conditions.

Project partners have confirmed their location for the available spots for hosting international delegations. Due to the principles of autonomy, each cluster has established their own conditions and specifics of welcoming third countries representatives:

CLUSTER ORGANIZATION	COUNTRY	ADDRESS	MAXIMUM DURATION OF THE STAY	MINIMUM CONDITIONS
TFC – Transylvanian Furniture Cluster	Romania	Str. Tiberiu Popoviciu 22P, Cluj-Napoca, România	2 weeks/visitor	With the commitment to announce their arrival 1 month before arrival; To participate to at least 2-4 meetings with SMEs/big companies in the industry; Sharing at least 10 contacts of interest for the cluster;
ICS – Interior Cluster Sweden	Sweden	TEGNERGATAN 2, VAXJO 35234, Sweden	1 week/visitor?	Possibility of a hybrid office solution in the furniture region. For a period of two weeks, you will have access to a customized office space that enabling a seamless transition between working from home, the office and scheduled business meetings.

				<p>Opening the door to our cluster's network of member companies and collaboration partners. This includes exclusive access to project meetings, events, and networking opportunities that are designed to foster collaborations and innovation.</p> <p>Promoting the formation of consortia for project collaboration. By joining our network, you will have the opportunity to initiate and participate in projects and collaborations that can accelerate your business development and contribute to your long-term goals.</p>
WIC – Wood Industry Cluster	Slovenia	Chamber of Commerce and Industry of Slovenia, Dimičeva ulica 13, 1504 Ljubljana, Slovenia	1 week/visitor?	<p>An announced request one month before arrival</p> <p>An obligation to attend at least 2 meetings with companies in the Slovenian wood and furniture industry.</p> <p>Support with an information about Slovenian companies and the sector.</p> <p>Support in establishing business contacts in the Slovenian wood and furniture industry or R&D</p>
AMBIT – Furnishing cluster	Spain	La Sénia in Tarragona	2 weeks/visitor	<p>Notice of Participation: It is necessary to announce your participation at least two months in advance to ensure proper organization and promotion of the activities.</p> <p>MEET & SHARE – knowledge sharing sessions: We expect each visitor to make a detailed presentation about their market at one of our MEET & SHARE sessions, highlighting trends, distribution strategies, and insights from the contract-hospitality channel.</p> <p>Participation in B2B Meetings: We ask the visitor to participate in between 5 to 8 individualized meetings with our members, providing valuable insights to facilitate entry into their reference market.</p> <p>Commitment to share knowledge: We encourage visitors to maintain an active link</p>

				with our cluster, sharing learnings and experiences that benefit both parties.
KČN – Cluster of Czech Furniture Manufacturers	Czech Republic	Cejl 480/12, 602 00 Brno, Czech Republic	1 weeks/visitor	<p>An announced request two months before arrival.</p> <p>An obligation to attend at least 2 meetings with companies in the Czech furniture industry.</p> <p>Support with an information about Czech companies and the sector. Support in establishing business contacts in the Czech furniture industry or R&D</p> <p>Commitment to share knowledge: We encourage visitors to maintain an active link with our cluster, sharing learnings and experiences that benefit both parties.</p> <p>We expect each visitor to make a detailed presentation about their market, highlighting trends, distribution strategies and insights about the furniture industry from their country.</p>
BFC – Bulgarian Furniture Cluster	Bulgaria	23, Mizia str.; Sofia 1124, Bulgaria	1 weeks/visitor	<p>With the commitment to announce their arrival 1 month before arrival;</p> <p>Option for a workplace at the headquarter of BFC during the period of stay;</p> <p>To participate to at least 2-4 B2B meetings with SMEs/big companies in the industry that are members of the BFC;</p> <p>Option to participate in events organized by the BFC;</p> <p>Sharing knowledge and contacts of interest for the cluster.</p>

As we aim to facilitate partnerships with third countries by providing key contacts with SMEs manufacturers and service providers in the industry and we wish host these representatives **in our offices**, we aim to encourage collaboration and knowledge exchange.

IV. Human resources and financial analysis

The visitors will be provided with an office space for their visit. However, the visitor will be responsible for the costs of staying in the visiting countries.

The management of each representation is under the responsibility of the cluster manager and its membership team. Therefore, each cluster organization is entitled to manage their financial resources in line with their annual activities and objectives.

V. CONCLUSIONS

In the context of supporting export activities within the furniture industry between European companies and third countries partners from South Africa, Egypt, USA, and Canada, we consider it of great importance **to provide spaces** – both for collaboration, discussions or working. Therefore, we propose the creation of **Furniture Collaboration Spaces - FGOI Hubs**, a concept that combines being close to the market, while promoting the cross-sharing of information. The objective of the hubs is to support export and increase collaboration among third country partners and European partners. However, we are opening our spaces to international organizations, companies and agents who are interested in investing or exploring partnership opportunities with one of the active FGOI Hubs: **Romania, Spain, Sweden, Slovenia, Czech Republic and Bulgaria.**

CLUSTER ORGANISATION	CONTACT INFORMATION
TFC – Transylvanian Furniture Cluster	Ciprian MORCAN: ciprian@cem.center Andreea TOMA: andreea@cem.center Cristina DOBRESU: cristina@cem.center
ICS – Interior Cluster Sweden	Anna ROSENQVIST: anna.rosenqvist@interiorcluster.se Susanne ISRAELSSON susanne.israelsson@interiorcluster.se
WIC – Wood Industry Cluster	Bernard LIKAR: grozd@sloles.com
AMBIT – Furnishing cluster	Alba LARA: alba.lara@ambitcluster.org Antoni ZARAGOZA: antoni.zaragoza@cenfim.org
KČN – Cluster of Czech Furniture Manufacturers	Vítězslav GAJA gaja@furniturecluster.cz Lucia HARASLÍNOVÁ: haraslinova@furniturecluster.cz
BFC – Bulgarian Furniture Cluster	Denitza Doseva d.doseva@ligna-group.com Paolina MITOVA p.mitova@ligna-group.com Genoveva CHRISTOVA-MURRAY: g.christova@ligna-group.com

In this deliverable, we have published our interest in welcoming industry professionals from third countries to the Furniture Collaboration Spaces - FGOI Hubs, a concept of sharing our culture, while mutually strive towards collaboration for the furniture industry.

Interested in the European furniture industry?

FURNITURE COLLABORATION SPACES - FGOI HUBS

OFFICE LOCATION

Romania

22P, Tiberiu Popoviciu Street,
Cluj-Napoca, Romania

Sweden

Tegnergatan 2, VAXJO 35234,
Sweden

Slovenia

Dimičeva ulica 13, 1504
Ljubljana, Slovenia

Czech Republic

Cejl 480/12, 602 00 Brno,
Czech Republic

Bulgaria

23, Mizia str; Sofia 1124, Bulgaria



Our hubs come with minimum requirements:

- Prior notice of visit and agreement with the owner
- Market insights presentation from the visiting country
- Bilateral meeting with companies in the host country



6 countries: ROMANIA, SWEDEN, SLOVENIA, SPAIN, CZECH REPUBLIC, BULGARIA

Providing key contacts with SMEs
manufacturers and service providers
in the furniture industry

CONTACT US



CONTACT EACH CLUSTER INDIVIDUALLY

Engaging in meetings, seminars, trade
shows, and business matchmaking
events to connect with potential
buyers, distributors, agents, or
partners in European countries.

EMPHASIS ON NETWORKING:

Our focus is on mutual relations –
everyone is benefiting from this
collaboration.

Benefits:

- ✓ Co-working space in each
country in an strategic location
- ✓ Key insights on industry
actors
- ✓ Collaboration with European
partners
- ✓ Multicultural experience



About Us

Furniture GO International (FGOI) – is an
European funded project aiming at
helping SMEs to reach new markets
through collaboration and innovation. The
project will establish a European Strategic
Cluster Partnership to intensify
cooperation opportunities in furniture and
related industries, within EU and towards
four third countries, namely **USA, Canada,
Egypt, and South Africa.**