



Co-funded by
the European Union

BUILDING ALLIANCES OPENING MARKETS

PROJECT DURATION: 36 MONTHS
September 2021 - September 2024



PRESENTATION OF STUDIES CASE FOR "LEARNING ACTIVITIES"

WP4 Task 3



The Partnership

- ◆ 8 European clusters from **Romania, Spain, Slovenia, Czech Republic, Sweden and Bulgaria;**
- ◆ Promoting industrial growth and transformation, excellence, entrepreneurship, transferability and mutual trust for manufacturing SMEs;
- ◆ Create and develop new business in **USA, Canada, South Africa and Egypt** for SMEs from EU and vice versa;

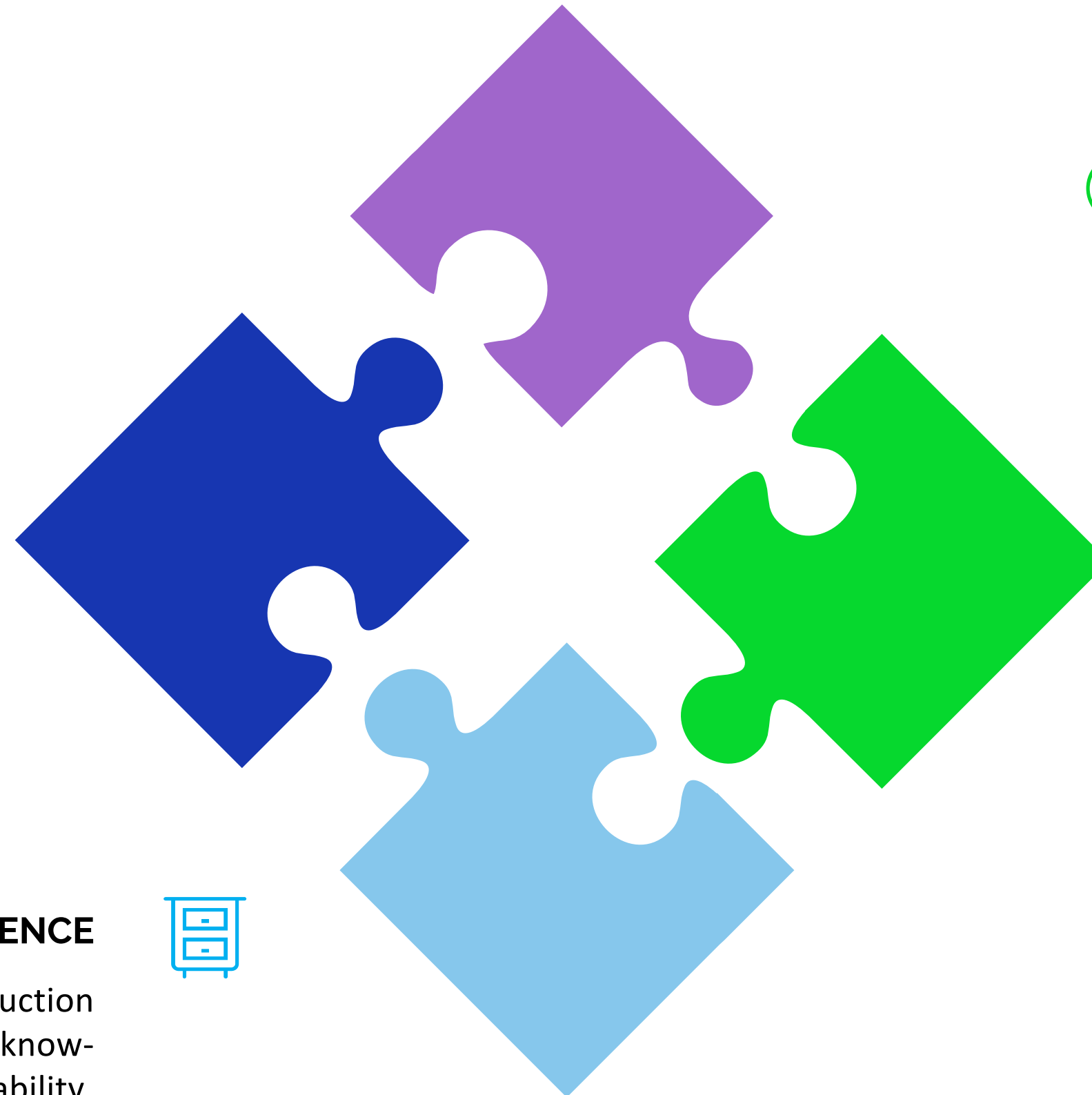


fgoi.eu



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Why Furniture Go International consortium?



TRADITIONS

Long history, rich cultural heritage, all sections of the value chain present.



EXCELLENCE

Advanced production technologies and unique know-how. Embracing sustainability.



EXPORT POTENTIAL

Demand for mid- and high-end products with high added value.





Romania

Furniture Go International
Consortium leader

88 members, 66 SMEs



Romania

FGOI partnership member,
responsible for organizing
exploratory visits

70 cluster members, 45 SMEs



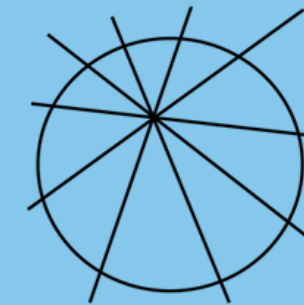
Bulgarian Furniture Cluster

Market & local environment research
Organizing annual participation at a
European fair

Developing joint business partnerships

90% SMEs members

interior cluster sweden



Create market insight - South Africa,
Egypt, USA, Canada

Develop the implementation roadmap
Make business agreements
commercially viable

105 cluster members,
95 SMEs

Habic

Spain

Development of a joint internationalisation strategy

Development of the implementation roadmap

Definition of the complementarity study and SWOT analysis

Identification of strategic partners

104 members, 87 SMEs



CLUSTER[®]
of Czech Furniture Manufacturers

Identifying new European Strategic Partners

Organizing exploratory visits

Developing cooperation agreements

Project management

48 cluster members, 38 SMEs

ambit

「LIVING SPACES CLUSTER」

Spain

**Communication and dissemination of
the project**

**Report on knowledge exchange
cluster visits**

**Complementarity study and SWOT
analysis**

62 cluster members



Slovenia

Operational cooperation & funding

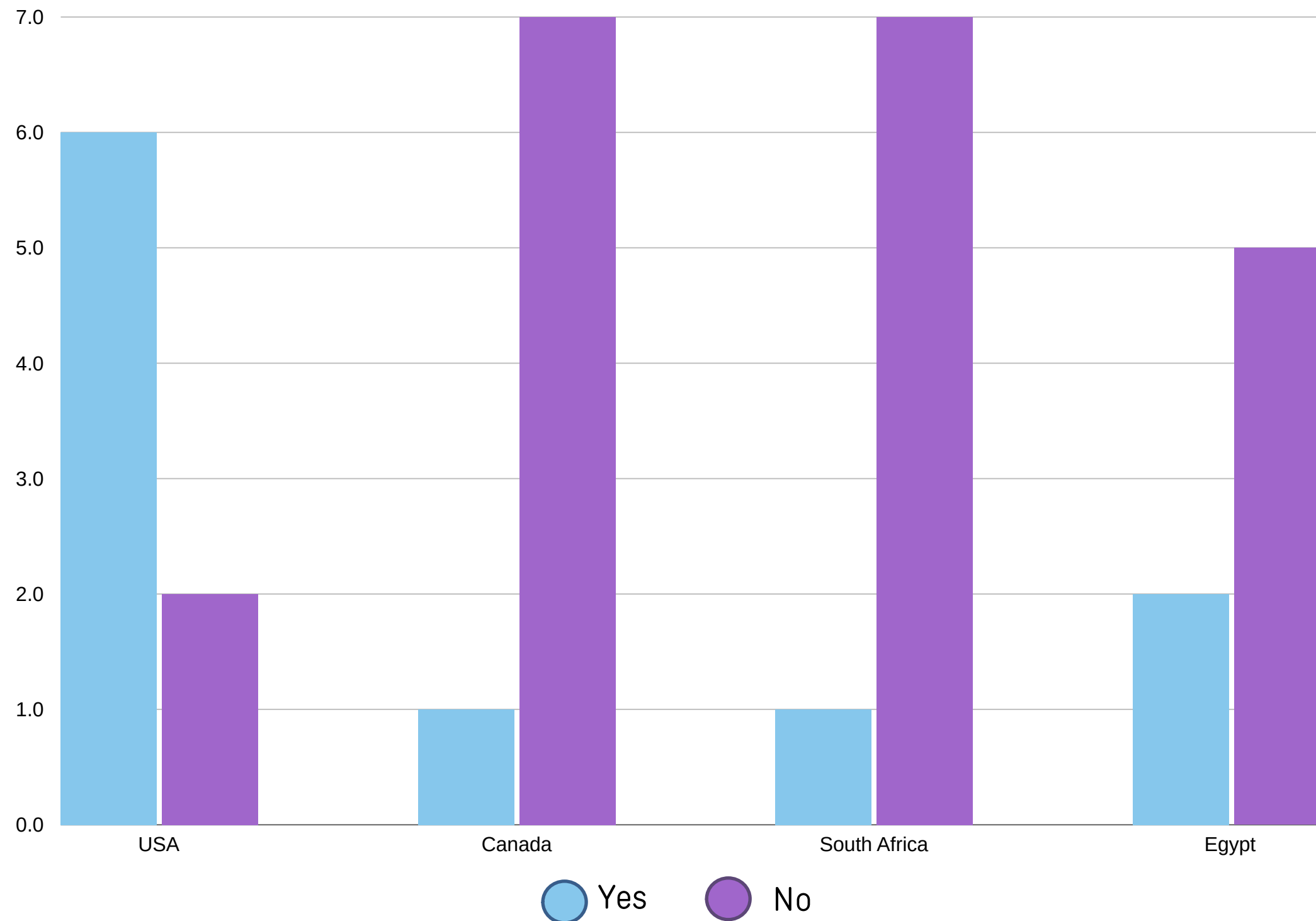
**Support SMEs to develop
collaboration relations**

Establishing Ambassadors

Identifying business opportunities

**96 cluster members,
92 SMEs**

Established business contacts and relations in target third countries



Most of the project partners have already established contacts at the cluster level in the USA and also have members that are doing business in this market for example in the hospitality industry for contracts, mainly bespoke furniture for hotels.

Canada, South Africa and Egypt are less explored as potential markets and clusters and their members have limited contacts and more random sales.



Study cases for learning activities

Reflecting on the successes and failures of internationalization activities is important for organizations seeking to expand internationally. A transparent assessment helps in learning from past experiences, refining strategies, and making informed decisions for future endeavours.

Within the consortium, we identified the main lessons from our activities, as a result of the impact on the involved companies.



AMBIT – Living Spaces Cluster

Working group on internationalization

- Regular 10 companies meeting every 2 months;
- Opened for new members;
- Assess new activities (fairs to attend, markets to be discovered);
- For companies not attending the FGOI missions, workshops are organized to share information, updates and opportunities on how to do business in targeted countries.

ambit
LIVING SPACES CLUSTER

**Grupo de trabajo
Internacionalización**

Reunión julio'23

03.07.2023

Carlos Vilar
Internationalization Project Manager

Co-funded by the Erasmus+ Programme of the European Union

Cluster Management Excellence

AEI CLUSTER

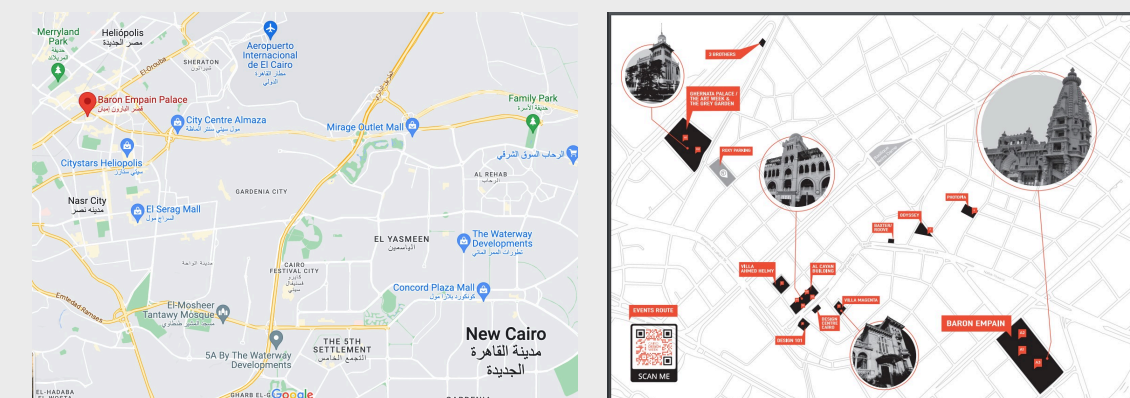
ACCIO Clusters

FGOI Furniture Go International

1.- ACCIONES PROGRAMADAS Y EN DESARROLLO

Misión Directa a Egipto. Cairo Design Week

Place: Baron Empain Palace (19 – 25 Nov'23)



CAIRO
DESIGN
WEEK

This project has received funding from the European Union's COSME program under grant agreement: No 101035888



ambit

AMBIT – Living Spaces Cluster

Meet & Share USA

- Initiative of the cluster, where cluster members share their international experiences in order to support the other companies to access new markets;
- The initiative has a particular focus on the USA market (challenges and opportunities of the market);
- Right now, two associated companies offer their experiences
- Presentation of the issues regarding the participation of ICFF NEW YORK btw. 22-25th of May 2024, Toronto – 26-27th of May 2024;
- Further information is available on the cluster website.



AMBIT – Living Spaces Cluster

Meet & Share Middle East: Egypt

- Initiative of the cluster, where cluster members share their international experiences;
- The initiative has a particular focus on the Egypt market
- Grassoler and Kintsugi, two of the cluster member companies with experience in the market – trajectory, experience, project;
- 20 companies participated;
- Interesting areas for internationalization: Saud Arabia, United Arab Emirates, Egypt;
- Presentation of the mission to Egypt organized between the **21-23rd of November 2023 – Cairo Design Week.**



HABIC

Internationalization. Alliances, partnerships between companies.

- 3 partner companies, ISIMAR, NOVADECOR, BLUX - working in the field of furniture, lighting and carpet selling, have set up a showroom in New York City 4 years ago;
- HABIC offered support in identifying market opportunities, recruiting personnel;
- Importance of synergies between the companies, important pillar for collaboration, making the cluster's work more competitive.

The cluster's contribution:

- Identify potential events of interest;
- Identify project opportunities;
- Support in expanding the company's presence in the foreign market;
- Common, collaborative stands at fairs.



INTERIOR CLUSTER SWEDEN

ESSEM DESIGN, entering the US market

- The organization around the inspiration/networking trip to New York, with a proper agenda and good content led to the confirmation that ESSEM DESIGN decided to enter the New York market.



STOLAB – assistance in finding new suppliers in Europe

- ICS has been contacted by STOLAB for assistance in finding new suppliers in Europe;
- The company understood that through the support of the cluster and FGOI, finding subcontractors in Europe and not only, will be facilitated, through the power of network;
- FGOI has an important role as a catalyst in this activity.

KCN - Cluster of Czech furniture manufacturers

TZÚ, the company targeting USA & CANADA

- Providing support on behalf of the cluster for a company entitled TZÚ, to get a BIFMA membership;
- The company is specialized in testing the products that are about to be shipped to USA or CANADA;
- The cluster offers permanent marketing support, to participate and increase visibility at national and international fairs.

Support on behalf of KCN

The cluster works on the elaboration of a study entitled 'Analysis of the furniture market with regard to the technical and legislative requirements of third countries.' – professional marketing study related to entering the US and Canadian market from the point of view of technical and legislative requirements, global trends and market opportunities.

The study / analysis of the furniture market with regard to the technical and legislative requirements of the third countries of the USA and Canada

- Description of the market environment with furniture
- Research of technical and legislative requirements for furniture
- Forecasts 2023–2025 (GDP and furniture market forecasts)

Being an important opportunity for KČN members and other Czech furniture manufacturers

TFC – Tansylvanian Furniture Cluster

Joint showroom in Egypt

- A proposed joint showroom in Egypt, involving four clusters, ultimately failed due to disagreements over management responsibilities and financial involvement.
- This case underscores the importance of clear agreements and shared commitment in collaborative ventures.

Partnership between ANTARES Romania and the ATICO Factory

- A significant success was achieved through the signing of a Memorandum of Understanding (MoU) between ANTARES Romania and the ATICO Factory, part of the Arab Organization for Industrialization
- This partnership aims to establish a manufacturing plant in Egypt focused on producing ergonomic office chairs, conference and visitor chairs, sofas, and other seating solutions.



WIC - WOOD INDUSTRY CLUSTER SLOVENIA

Furniture Florjančič, Furniture Potočnik,
Mlinar Furniture Joinery Tajhmajster, CETA,
Donar targeting the CANADIAN Market

Support on behalf of the cluster to:

- Assuring access to relevant information about the Canadian market, both general and specific, for wood and furniture;
- Organize a business network on the Canadian market that can support companies in their attempts to start and expand their businesses;
- Organizing business delegations and b2b matchmaking events with targeted business contacts to start new businesses;
- Assure companies long-term support from the Slovenian state for the first phases of market penetration.



Main Objective



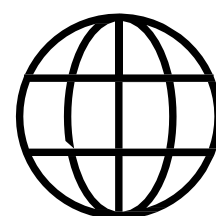
Support European SMEs become a dynamic and relevant players in global competition



Help SMEs capable of internationalization to reach new markets



Intensify the network across borders and across sectorial boundaries by boosting collaboration



Promote a pan-European Strategic Cluster Partnership and establish key contact points beyond European Union

**HOW
WILL**



**IMPROVE SME'S
COMPETITIVENESS?**

Cooperation

Prepare European furniture manufacturers to access new markets, outside EU (USA, Canada Egypt and South Africa) through a closer cooperation

Business growth

Unlocking positive opportunities for 40 SMEs by implementing a series of tailor-made actions aim at supporting their access to new markets

Nurture

Help the SMEs with resources, experience, skills and knowledge in order to access new markets

Boosting exports

Aiming to develop viable business agreements between SMEs and new markets during the first 24 months of the project

Networking

Consolidating the inter-regional cluster collaboration and reaching out to strategic partners globally (consulates, embassies)

Cross-cultural experience

Organize economic missions, best practices exchanges, international events, conducting case studies, surveys, extracting stakeholders' inputs and feedback

Main learnings



ESTABLISHING NEW CONNECTIONS

Create new relationships with clusters, associations and other stakeholders in target countries

JOINT REPRESENTATION

Challenging, but not impossible, as shown in the case of US market

CONTINUITY

Identify additional funding sources, and keep the network alive





Contact Us

We'd love to talk about all things we could do for the wood,
furniture and decor sector!

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