


# PROJECT RESULTS

## MONITORING SCOREBOARD

### M1-M36

Prepared for :  
**D4.1 Monitoring scoreboard**

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 <https://fgoi.eu/>

# BUILDING ALLIANCES OPENING MARKETS

## Overview

The **Furniture Go International** project unites 6 European countries and 8 industrial clusters, representing over 500 small and medium-sized enterprises (SMEs) in the furniture industry.

With a focus on collaboration, innovation, and growth, FGOI connects players across the entire value chain—from manufacturers to designers—unlocking new business opportunities and expanding export markets beyond the EU.

## Internationalization - a pillar for economic growth

- Until now, the targeted third countries were: **the USA, Canada, Egypt and South Africa**
- The main country of interest was the USA.
- However, internationalization was supported within the European partnered clusters as well: Slovenia, Romania, Sweden, Spain and Czechia.

## Goals and objectives



### CREATE AN INTERNATIONALIZATION COOPERATION FRAMEWORK

Develop permanent and strategic collaboration agreements among the European partnered clusters in order to support SMEs internationalisation activities in the targeted countries



### IDENTIFY SPECIFIC MARKET OPPORTUNITIES

Detect at least 2 "hot spots" in each targeted country that could lead to new business opportunities for the furniture industry



### CREATE NEW SERVICES TO SUPPORT SMEs INTERNATIONALISATION

Identify, develop and promote 2-3 internationalisation added value services in each targeted country

## Long-term partnership, through the creation of the **GO Furniture** meta-cluster



### ESTABLISH FORMAL RELATIONSHIP WITH THE KEY PLAYERS in the targeted markets

Identify 4-5 key players who could support the development of new collaborative opportunities and establish a strong relationship framework with them

# Furniture GO international - 36 months of exploration for the European furniture industry

## PREPARATORY PHASE

### Building knowledge and strategic relations

The activities to be conducted in Phase 1 – Preparatory aimed at defining the goals and the objectives of the common internationalization strategy of the consortium, document, aligned with the identification of the internationalisation needs of the partners with the support of European SMEs and the market prospects of the sector.

## PHASE II. BUILDING PARTNERSHIPS

Fostering the development of joint actions by targeting third countries and the exploration of potential opening of a joint representative office in third countries.

## PHASE III. THIRD COUNTRIES

### Strengthening Collaboration and Sustainability

Together with the experts and connections established until now, analyzing the context and the opportunity of implementing long-term activities within the third countries.

## WHAT'S NEXT?





# I. PREPARATORY PHASE

## Building knowledge and strategic relations

The activities to be conducted in Phase 1 – Preparatory aimed at defining the goals and the objectives of the common internationalization strategy of the consortium, document, aligned with the identification of the internationalisation needs of the partners with the support of European SMEs and the market prospects of the sector.

### WP leaders:



## WORK PACKAGES

WP1, WP2

## DELIVERABLES

D1.1, D1.2, D1.3, D1.4, D2.1, D2.2, D2.3

## MILESTONES %

100% achieved

## MILESTONES %

100% achieved

### WP1. JOINT PARTNERSHIP INTERNATIONALISATION STRATEGY

- ✓ A Joint Internationalization Strategy completed and signed
- ✓ An Implementation Roadmap prepared
- ✓ A Partnership Agreement signed
- ✓ A Complementary Study conducted

Achieved: 75 SMEs



Planned: 50 SMEs

SMEs involved in the strategy process

### WP2. INTELLIGENCE GATHERING & PARTNERSHIP SME BUILDING

- ✓ Report on Market Insights
- ✓ Report on knowledge exchange cluster visits
- ✓ Reports on exploratory visits and cooperation activities



4 out of 4 of the exploratory visits and 7 main „hot-spots“ were decided



**HOTSPOTS** - refer to key geographical locations in each target country that offer significant opportunities for the furniture industry, particularly for market expansion and internationalization

SOUTH AFRICA



CAPE TOWN & JOHANNESBURG

EGYPT



CAIRO

CANADA



TORONTO & CALGARY

USA



NEW YORK & CHICAGO

## PHASE II. BUILDING PARTNERSHIPS

Focuses on fostering long-term collaborations between European SMEs and third countries by exploring **joint representation offices** abroad, supporting visibility, and offering funding information for stakeholders. PHASE II included the organization of the matchmaking missions, site visits, and developing joint business plans to help SMEs engage in global value chains, secure strategic partnerships, and increase exports. Milestones include a feasibility study, the organisation of international matchmaking missions, and signing commercial contracts, with financial support provided for SMEs' participation.

WP leaders:



## WORK PACKAGES

WP3, WP5

## DELIVERABLES

D3.1, D5.1

## MILESTONES %

100% achieved

### WP3. GROWING BUSINESS

✓ Feasibility Study - Joint Representation Office

### WP5. OPERATIONAL COOPERATION & FUNDING

✓ Legally International Agreements Drafts

### MAY 2023, NEW YORK USA AND TORONTO, CANADA



NETWORKING was one of the main stars of the event, and those who came prepared to have genuine conversations with the present companies and organizations, surely identified opportunities and/or gained valuable relationships.

Total participants in New York City:

67

Total participants in Toronto:

42

### NOVEMBER 2023, CAIRO, EGYPT

**1:1 MEETINGS:** The matchmaking event in Cairo was meant for supporting the building of relationships among European and Egyptian companies, Identification of synergies in business cooperation and on getting inspired by the market and explore the potential of doing business in the Egypt.

Total participants in Cairo:

53



### JUNE 2024, CAPE TOWN, SOUTH AFRICA



For South Africa, due to the low interest of European SMEs, the mission was focused on exploring the opportunities of **DECOREX SOUTH AFRICA** and on meeting new companies and potential collaborators. We met with a **SAWMILLERS SA** representative and we discussed future collaboration in training and skills.

# PHASE III. THIRD COUNTRIES

## Strengthening Collaboration and Sustainability

Phase 3 is focused on implementing WP6, follow-up actions to strengthen collaboration through cooperation agreements between partners and international business and research intermediaries and business agreements.

A Feasibility Study in order to assess the potential of such a representation at European level was conducted, and the 6 FGOI Hubs have been officially launched.

### WP leaders:



# WORK PACKAGES

WP6

## DELIVERABLES

D6.1, D6.2, D6.3

## MILESTONES %

100% achieved

## THE ESTABLISHMENT OF THE FGOI HUBS:

**FURNITURE COLLABORATION SPACES - FGOI Hubs** are independent representation offices established by project partners across Europe to facilitate collaboration and business opportunities between European stakeholders and visiting delegations.

### AMBIT – LIVING SPACES CLUSTER

#### OFFICE LOCATION

Spain

Avda. Generalitat, 66, 43560 La Sénia (Tarragona)



Alba LARA

✉ alba.lara@ambitcluster.org

Antoni ZARAGOZA

✉ antoni.zaragoza@cenfim.org

**FGOI Hubs** promote collaboration among furniture industry stakeholders. Each location is coordinated by the mentioned cluster organization and **each space requires a minimum set of conditions for the visitors.**

### KČN - Cluster of Czech Furniture Manufacturers

#### OFFICE LOCATION

Czech Republic

Cejl 480/12, 602 00 Brno



Vítězslav GAJA

✉ gaja@furniturecluster.cz

Lucia HARASLÍNOVÁ

✉ harasinova@furniturecluster.cz

### TFC – Transylvanian Furniture Cluster

#### OFFICE LOCATION

Romania

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



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Andreea TOMA

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Cristina DOBRESCU

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### VISIT ICS – Interior Cluster Sweden

#### OFFICE LOCATION

Sweden

Hybrid office on request



Anna ROSENQVIST

✉ anna.rosenqvist@interiorcluster.se

Susanne ISRAELSSON

✉ susanne.israelsson@interiorcluster.se



www.lesarski-grozd.si

## VISIT WIC: THE WOOD INDUSTRY CLUSTER

### OFFICE LOCATION

Slovenia  
Chamber of Commerce and Industry of Slovenia,  
Dimičeva ulica 13, 1504 Ljubljana, Slovenia

Bernard LIKAR  
grozd@sloles.com



## BFC – Bulgarian Furniture Cluster

### OFFICE LOCATION

Bulgaria  
23, Mizia str.; Sofia 1124, Bulgaria



Denitza DOSEVA  
d.doseva@ligna-group.com

Genoveva CHRISTOVA-MURRAY  
g.christova@ligna-group.com



## COMMUNITY BUILDING AND INFORMATIVE NEWSLETTERS

Total emails sent

10.39K

Funding newsletters

10

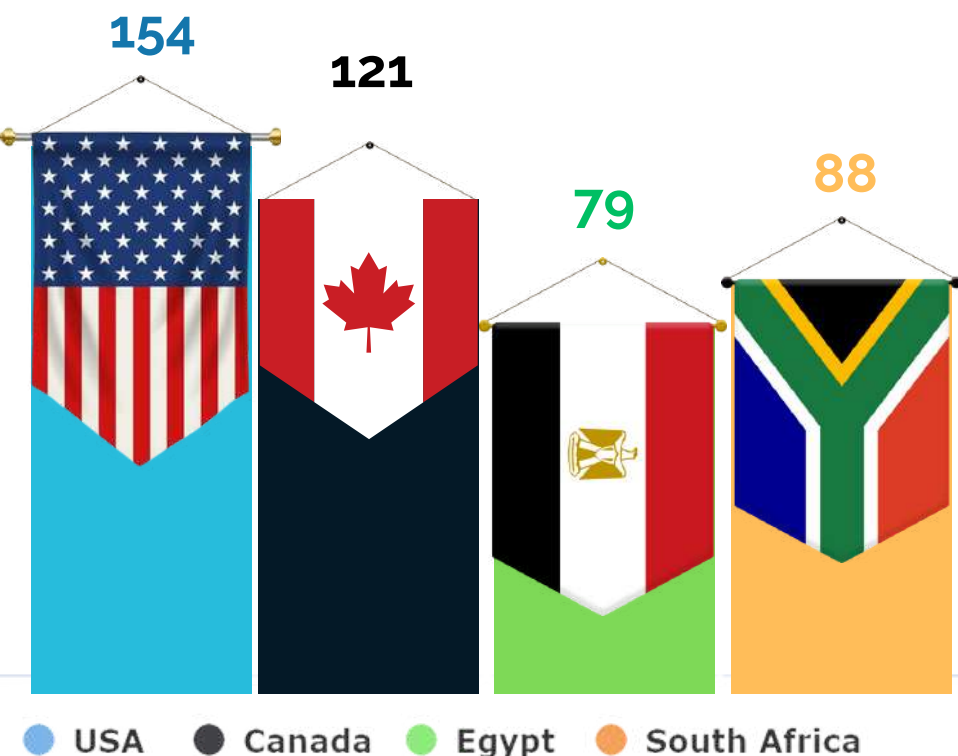
Total users

274

Total online events

15

## MARKETS OF INTEREST FOR THE REGISTERED COMPANIES AND ORGANISATIONS



## OBJECTIVES ON THE MARKETS:



# THE AMBASSADORS: KEY INDIVIDUALS AS CONTACT POINTS FOR THE TARGETED THIRD MARKETS

Through these ambassadors, the project seeks to enhance its visibility, organize trade missions, and establish business agreements between European SMEs and local partners.



## NEXT STEPS:



**META-CLUSTER**

Our strong commitment to continue collaboration of an extended consortium, providing support for European SMEs.

The **mission** is to unite and empower the furniture industry across Europe to drive innovation, growth, and sustainability through enhanced collaboration and market expansion efforts, working together for internationalization abroad, for the benefit of represented members, especially European SMEs.

The **vision** is to establish a strong meta-cluster that expands collaboration beyond traditional boundaries.

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