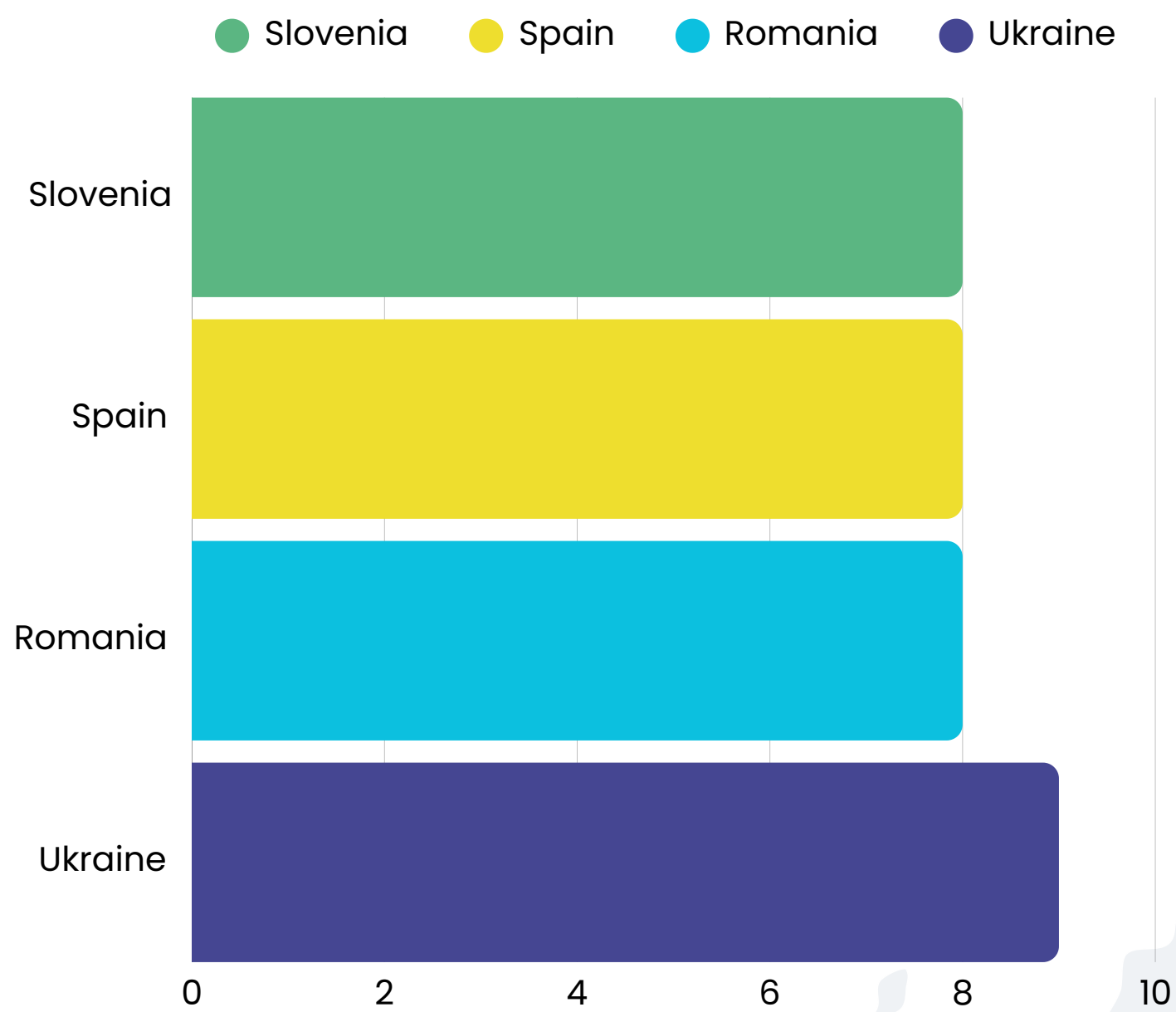
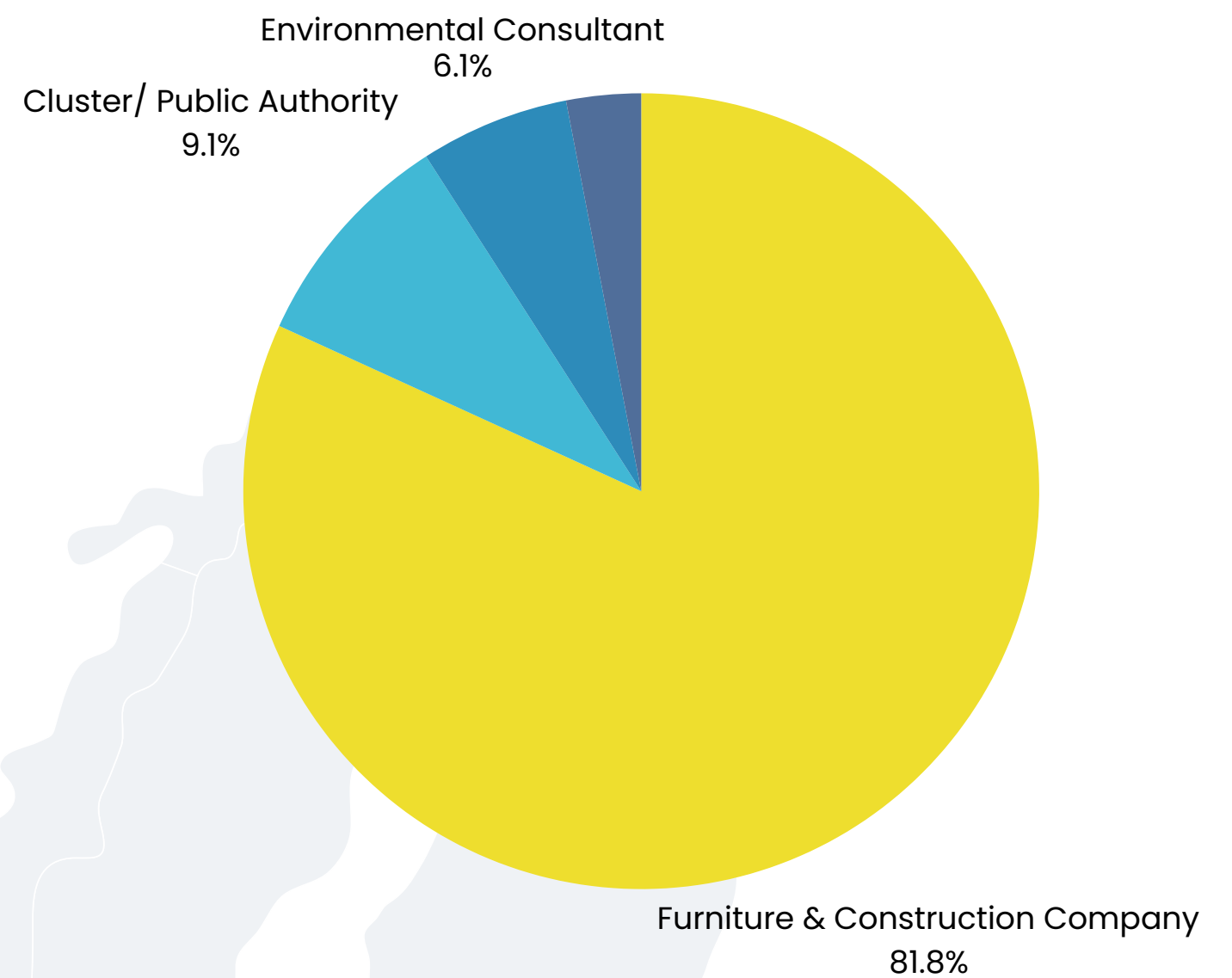


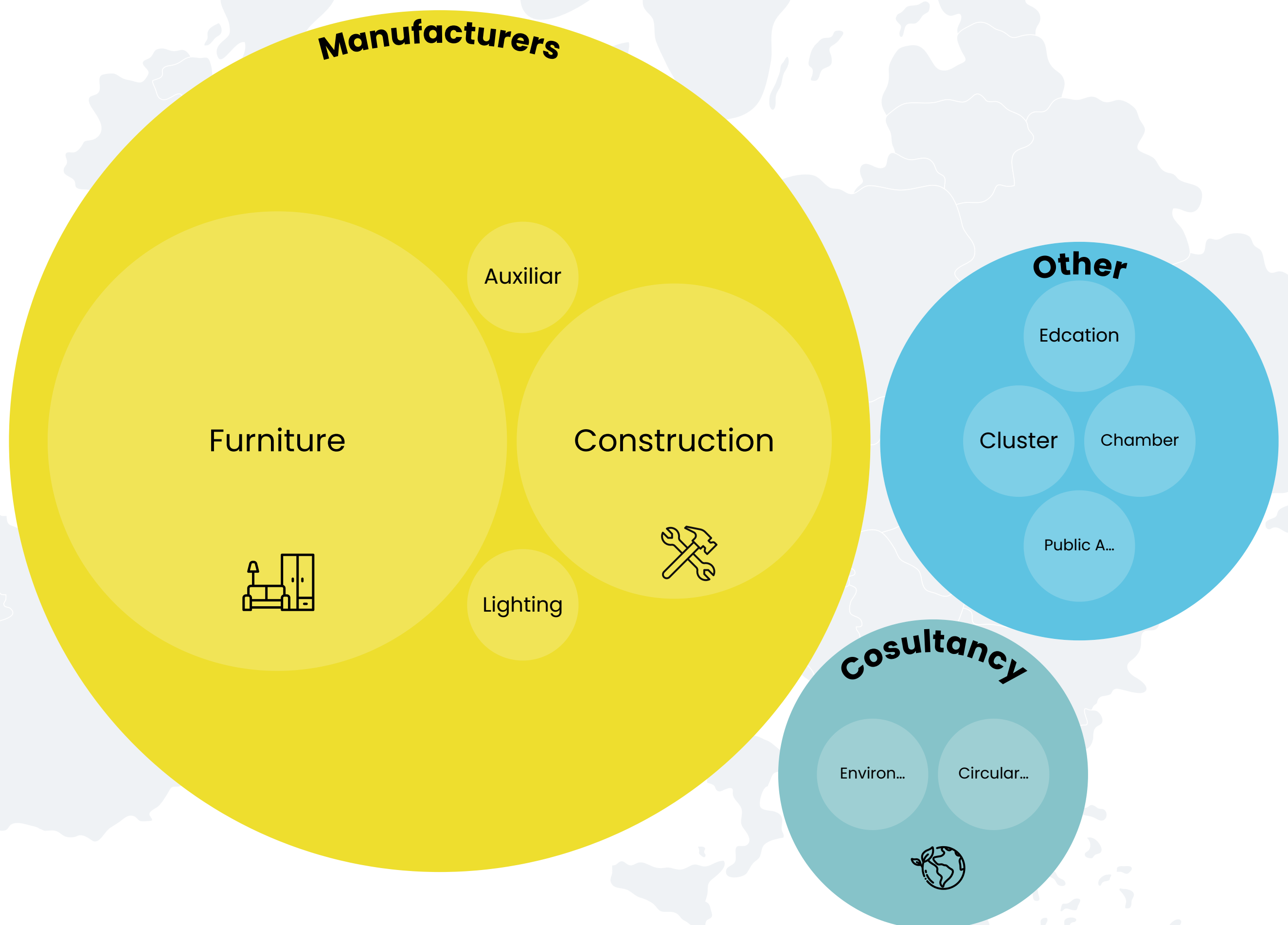
## Geographical distribution:



## Categories of respondents:



## Categories of respondents:



based on 33 respondents

## Strengths

- Active exports to Germany, Italy, Austria, UK, US, Scandinavia, Middle East
- Full-service offerings: design, production, logistics, assembly
- Local agents reduce need for permanent foreign offices

## Opportunities

- Hybrid B2B platforms for partner matching
- EU-backed programs: cluster alliances, trade missions
- Demand for timber housing & circular public tenders

## Strengths

- Widespread ERP, CRM, BIM, CAD/CAM, CNC, MES usage
- AI tools for admin & report automation
- Internal IT teams create custom interoperable solutions

## Opportunities

- EU grants for digital roadmaps & transformation
- Shared tech platforms, peer case studies
- Micro-learning + blended formats for on-the-job training

## Weaknesses

- Gaps in certifications, language, and contract skills
- Bureaucratic hurdles for worker mobility and permits
- Short-term export trips due to lack of development funding

## Threats

- Overlapping foreign regulations (e.g. building codes, labels)
- Contractual risks and delayed payments in unfamiliar markets
- Non-EU competitors with looser standards

## Weaknesses

- Siloed tools lacking full integration
- Legacy tech needs costly updates
- Low digital literacy among older or factory staff

## Threats

- High costs to adapt generic tools for niche needs
- Cybersecurity and privacy risks, esp. with AI
- Talent drain in digital roles

## CONCLUSIONS:

We have identified a clear need for packaged support: market intelligence + legal guidance + matchmaking services, delivered over multiple years. SMEs need practical digital roadmaps that combine modular partial upgrades with continuous staff training.



## Strengths

- SMEs with ISO 14001, FSC, EPDs, energy & carbon tracking
- Active in waste separation, solar, biomass, eco-design

## Opportunities

- EU public procurement favours low-carbon, LCA-certified products
- Circular projects: turning waste into inputs (e.g. 3D filaments)
- Funding for audits, green pilots, environmental R&D

## Strengths

- Solid operational skills & conceptual grasp of digital/sustainability
- Strong craftsmanship and manufacturing know-how
- Ongoing training efforts (e.g. Rennovate, Evergreen)
- Leaders open to upskilling when ROI is clear

## Opportunities

- EU funding for up/re-skilling in green/digital fields
- Partnerships with universities, consultants, research centers
- AI, Industry 4.0, predictive tools can boost efficiency

## Weaknesses

- High upfront investment in equipment and certification
- Limited availability of green materials/recycling for SMEs
- Green rules seen as restrictive, not opportunity-driven

## Threats

- Cheaper non-EU producers skipping green standards
- Regulatory delays and unclear national alignment with EU
- Market price pressure limits cost recovery on green investments

## Weaknesses

- Managerial: weak strategic planning & international expertise
- Technical: skill gaps in BIM, automation, data, ERP/MES
- Other: poor internal comms, low eco-marketing, resistance to change

## Threats

- High training costs deter small firms
- Talent migration & brain drain to better-paying markets
- Complex regulations + resistance to change hinder transformation



## CONCLUSIONS:

Sustainable manufacturing and eco-design skills remain rare, despite rising market and regulatory pressures. Additionally, leadership and strategic-planning capabilities are consistently underdeveloped, hindering coordinated transformation.