W&F WOOD & FURNITURE
WAY TO BE DIFFERENT
PROJECT UPDATE

INNOVATIONS AND HIGH ADDED VALUE PRODUCTS

One of the primary industries of Estonia and Latvia is woodworking, but still at least 40% unprocessed wood and logs are exported to other countries. At the sector of wood and furniture, there are many opportunities for innovation and developing high added value products. Project partners will unite young and experienced entrepreneurs, students, lecturers, designers, experts in marketing, technology and wood industries as well as potential export partners. The project will seek answers to existing challenges in the development of wood industry, as well as help, develop unique and competitive export products.

INCREASED EXPORT

NEW KNOWLEDGE

EXPERIENCE

SOLUTIONS

PROMO VIDEO

EXHIBITION

THE RESEARCH FOR EXPORT POSSIBILITIES HAS STARTED

Wood & Furniture has been actively analysing the industry since mid-June to understand as much as possible the tools needed for our business to expand their export markets. In cooperation with the research developers "MeKA", the Forest and Wood Products Research and Development Institute, project partners will explore two areas - first of all, the strengths, opportunities, good practices and weaknesses of existing entrepreneurs. In the second part of the study, with particular market analyses, we will evaluate and, as a result, we will present concrete recommendations as well as communication channels for the development of our products as successfully as possible to enter the export markets. To discuss the possibilities and obstacles of the wood and furniture industry for business expansion, as well as to make practical recommendations for the continuation of the research, entrepreneurs are invited to participate at the end of August in the meetings organised by the project in Vidzeme and the Võru district.

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TSENTER

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The Centre of Competence for Wood Processing and Furniture Manufacturing is a network linking the public sector, private industry, and educational and research institutions, providing knowledge, skills, and best practices in materials and technologies to advance production, management, and product development in wood processing and furniture manufacturing. TSenter is focused on increasing the level of expertise, skill, productivity, and creativity in the wood processing and furniture manufacturing industries, and supporting the international competitiveness and innovation of the industries in Estonia. The project "W&F" supports TSENTER in its focus on increasing the level of expertise, skill, productivity, and creativity in the wood processing and furniture manufacturing industries. The project was initiated by Võru County Government on Estonian side and handed over to TSENTER to carry it out.

VPR

VIDZEME
CEĻŠ VED AUGŠUP!

Vidzeme Planning Region (VPR) is public sector institution — regional planning, development and administration institution. Main governing body of the VPR consists of representatives (mainly mayors) of all 26 municipalities of the region. Parallel to executing delegated administrative functions, including regional entrepreneurship development, VPR is also actively involved in cross-border cooperation with partners in more than 40 countries, and has an extensive experience in project cross border project implementation in many areas.

The woodworking industry in the VPR is developing rapidly, but often entrepreneurs have a lack of the practice to target their innovative products beyond national boundaries successfully. In the project "W&F" VPR will provide its entrepreneurs with the opportunity to expand their business and develop new and existing projects in a modern way.

UPCOMING EVENTS FOR YOU in 2017th

-**REGIONAL DISCUSSIONS** with entrepreneurs of Wood & Furniture sector (VPR & Võru)

-**WOOD HACKATHON** in Võru together with cross-sectioral experts - find solutions for Your challenges and find new product prototypes.

-**WORKSHOP FOR THE DESIGN DEVELOPMENT**

-**WORKSHOP FOR ENTERING NEW EXPORT MARKETS**

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TSENTER   **VIDZEME** CEĻŠ VED AUGŠUP!   **Interreg** Estonia-Latvia   EUROPEAN UNION European Regional Development Fund