

V4 Leading Clusters
WOOD AND FURNITURE
Action Plan

Prepared by:	
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On behalf of the organisation	Pannon Wood and Furniture Cluster
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I. Partner Cluster Organisations		
1.	Leading cluster (abbr.)	Pannon Wood and Furniture Cluster
	V4LC Manager, contact	Anna Gibicsár, gibicsar.anna@effix.hu
	Cluster organisation location, web	EFFIX-Marketing Ltd., Sopron, www.panfa.hu
2.	Partner cluster (HU)	Sopron Region Logistics Cluster
	Manager, contact	Ferenc Kiss, kissferenc@sdkip.hu
	Cluster organisation location, web	Sopron, www.srlk.hu
3.	Partner cluster (HU)	INNOSKART IKT Cluster
	Manager, contact	Zsuzsanna Pintér, pinter.zsuzsanna@innoskart.hu
	Cluster organisation location, web	Székesfehérvár, www.innoskart.hu
4.	Partner cluster (HU)	Archenerg Cluster
	Manager, contact	Gonda András
	Cluster organisation location, web	Szeged, www.archenerg.eu ,
5.	Partner cluster (PL)	Polish Wood Cluster
	Manager, contact	
	Cluster organisation location, web	Zory, www.polish-wood-cluster.pl
6.	Partner cluster (CZ)	Cluster of Czech Cabinet Makers
	Manager, contact	Martina Pacasová
	Cluster organisation location, web	Brno, www.furniturecluster.cz
7.	Partner cluster (SK)	Kosice IT Valley
	Manager, contact	Jan Bodnár
	Cluster organisation location, web	Kosice, www.kosiceitvalley.sk

II. Main specialisations and products								
		HU				PL	CZ	SK
Industries/Specialisations	Products	P1	P2	P3	P4	P5	P6	P7
Furniture	Unique and mass-produced furnitures for offices, homes, hotels, hospitals and laboratories. Besides that, every kind of interior design basic materials and accessories.	X				X		
Wooden house	Staircases, railings, windows, doors, floor boards, parquets and building complexes	X				X		
Information Technology	Engineering, and IT applications applied at designing, manufacturing and sales of Wood and furniture products			X	X			X
Logistics and transport	Logistics and transport services offered by the partners supporting the wood and furniture industry		X					X
Cabinet making, furniture trading, R&D	The subject of the business is cabinet making, mediation of furniture trading, research and development in the field of the cabinet-making product innovation and furniture safety, including quality of life, and the rendition of organizational and economic consultancy services	X					X	

Summary of main specialisations and products

The members of the Pannon Wood and Furniture cluster offer products and services for companies working in the same sector and also for individuals. As cluster their greatest strength is based on the manifold wood-industrial activities of their members. In order to demonstrate their competences, they usually say: “together we can design, build and furnish a complete building according to individual needs.”

In their future plans the most important requirement is to provide durable, high quality products. Their aim is to create a well-working cooperation to help this process. In addition to that, strengthening the innovation propensity of the industry is also of primary importance.

According to this our focus areas in the furniture industry are the design and manufacturing of new products for niche markets. These products are planned to be developed for smaller market groups, such as disabled people, elderly people – according to the ageing society -, or even to young people who are about to start their independent life. They think that these markets are all ready for the so called “smart furniture”, which is an example that demonstrates how a traditional industry can adapt to the needs of the digital era. On the other hand, their aim is to increase energy-efficiency, both in wooden structure- and joinery product construction and during their production. That is why it is important to them to make a strong connection with other sectors, such as IT, etc.

III.	Plan of common actions	
A	Networking and match-making events	<ol style="list-style-type: none"> 1. B2B meetings among the cluster member SMEs, from different sectors to help the co-operation but also to provide potential markets to each other 2. Meetings and discussions among the cluster organizations, to help the cluster development process by sharing not only best practices but negative experiences as well 3. Participate in relevant national cluster events of the V4 partners
B	Joint promotion and marketing	<ol style="list-style-type: none"> 4. Ligno Novum International Fair of Wood and Furniture producers, research and development and innovation partners. 5. Participation in business missions and trade fairs outside Hungary as well. 6. Participation in business 2 business events in order to find best business partners for upcoming projects
C	Collaborative projects	<ol style="list-style-type: none"> 7. COS–WP 2014-3-04 - Cluster Excellence Programme 8. Central Europe 2020 programme (Especially Innovation and SME support development priorities) 9. Interreg Europe programme: policy development projects, developing long term wood and furniture strategies. 10. Danube programme 2014-2020 (Especially Innovation and SME support development priorities)
D	Constant idea and knowledge sharing	<ol style="list-style-type: none"> 11. Keeping up a constant conversation using online platforms with the V4 participants to help to get the latest news and also to help trend-analysis which is particularly important in this sector. 12. Changing ideas and knowledge sharing on best practice examples. Study visits, factory visits in order to share similar practices, invite partners and also inter cluster partners to study visits

Comments on the activities:

Within above mentioned target areas, the specific activities which we put focus on with our international partners are the following:

1) Creation of the sustainable energy-efficient timber industry

One of the objectives of the cluster is to increase energy-efficiency, both in wooden structure- and joinery product construction and during their production. On the other hand, the cluster aims at communicating this objective towards the inhabitants in order to encourage the use of wooden products, while extensively disseminating information about the role of wooden products in climate protection.

2) Furniture manufacturing and innovation

The most important requirement – beside cost realization - is to provide durable, high quality products. Our aim is to create a well-working cooperation among the members to help this process.

In addition to that, strengthening the innovation propensity of the members is also of primary importance. Our focus areas in this field are the design and manufacturing of new products for niche markets. These products are planned to be developed for smaller market groups, such as disabled people, elderly people – according to the ageing society -, or even to young people who are about to start their independent life. We think that these markets are all ready for the so called “intelligent furniture”, which is an example that demonstrates how a traditional industry can adapt to the needs of the digital era.

3) Technical research-development

It is a fundamental goal that the cluster should represent an authentic approach characterized by naturalness, economy, proportionality, which can present sustainability issues compliant with the national cultural and economic situation in the region and in the country. The cluster aims at carrying out material scientific, technical and technological research to support cost-effective production as well as the design and development of marketable, environmentally-friendly products, which provide the R&D background of the other focus areas.

4) Wood PR

The cluster can fulfil the task to be the representative of the wood PR in Hungary, with the aim of restoring the reputation of wooden products. The most effective way to reach this is the conscious branding and trademarking of wooden products and the cluster itself as well as the dissemination of information in various ways to different market groups.

IV. Recommendations for the Visegrád policy		
	Identified issues	Recommended solutions
1	Missing support of the cluster development and inter-cluster cooperation	To extend the IVF programme of the specific priorities bound to clusters development and cluster internationalisation support especially focusing on Wood and Furniture <ul style="list-style-type: none"> - learning (value chain assessment) - marketing (joint promotional publication) - joint internationalization strategy - participation in sectoral events
2	Low interlinking of the industrial strengths and external policies of the Visegrád Group	To incorporate the V4 machinery sector in the Visegrád external and business policy agenda including the participation of the cluster leaders in the official events in target countries.
3	Identification of collaborative and cooperative companies in the wood and furniture sector	We aim to identify those companies who are willing and able to cooperate with same industry or in intercluster relations.
4.	Extension of the V4 partnership	Since the purpose of the fund is to facilitate and promote the development of closer cooperation among citizens and institutions in the region as well as between the V4 region and other countries, especially the Western Balkans and countries of the Eastern Partnership we definitely would like to propose to extend partnership of V4C towards these Balkan regions as well, in better cooperation with regional and national institutions.

Conclusions:

Visegrad countries can base their sectorial cooperation on clusters that have the potential of economic growth and the Visegrad countries globalisation as a part of the Visegrad countries macroeconomic strategy. In parallel, and also in line with the V4C project the V4 communication and information platform needs to be maintained and developed further, in order to reach above mentioned targets.