

*Contributing to the sustainable growth of the sector through innovative products and services, marketed in niche regional, national and global markets*



## Ciprian MORCAN – Cluster Manager

I am a persevering, action-oriented person who invests time and energy into the ideas I believes in, and I am convinced that financial benefits are merely a consequence of work done with passion and dedication.

As a Certified Management Consultant (CMC), I upholds global standards of professionalism and ethics in consulting. I am a dreamer with a long-term vision, with goals to pionee partnerships across Europe, North America, Asia, and Africa.



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# ABOUT THE TRANSYLVANIAN FURNITURE CLUSTER

TFC includes committed partners from the value chain:

- companies
- education and research units
- public institutions and catalysts

97 members

>70 SMEs

**OUR VISION:** is to drive economic development through the strategic collaboration of key stakeholders.

**OUR MISSION** is to be a relevant promoter of industrial transformation, supporting excellence, entrepreneurial spirit, knowledge transfer, and mutual trust.

## STRATEGIC OBJECTIVES of the cluster - at a glance -

Supporting the interests of the cluster in foreign markets

Increasing the representativeness of the cluster in foreign markets through specific joint actions (organization and participation in / at events, economic missions, fairs, exchanges of experience)

Rearrangement and provision of innovative products and services through research projects, development-innovation activities carried out in partnership.

# Activities, challenges, unique selling point, impact

The projects we are part of are connecting us all over the world and we are open to expand the network further.

We have built the first FURNITURE EXCELLENCE CENTER - CEM in ROMANIA, with R&D infrastructure, laboratories for materials, prototyping, testing and launching products, which have expanded our services for the members, as well as our knowledge and capabilities in the field of R&D initiatives.



We initiate proposals, research the potential partners and further create projects together based on common long-term strategic goals.

SILEO



Financial support to companies in implementing collaboration projects for adopting advanced technologies



Organised 3-days exchanges of experience in the partenered countries, with the support of a voucher for travel



Collaboration between producer - artist - technology provider



We support product innovation in the furniture sector, through the **The Design, Testing and Prototyping Laboratory**, which includes advanced design and visualization software, 3D printing technology, and state-of-the-art equipment for product testing and development.

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# What are we offering/ looking for

GO Furniture META-CLUSTER was created as a result of the completion of the **Furniture Go International (FGOI)** project

The META-CLUSTER aims to lead the furniture industry towards a future of innovation, leveraging the expertise and resources of its members to create a sustainable, internationally competitive ecosystem for European SMEs.



We are actively **seeking partners to expand our network** and connect with firms and organizations interested in the four target markets outlined in the GO Furniture META-CLUSTER initiative: **South Africa, Egypt, USA and Canada.**

JOIN THE  
COMMUNITY



Additionally, we are looking to engage in **international projects** and **initiatives** that support collaboration and good practices;

We are open to share and learn about the experiences from European Digital Innovation Hubs (EDIHs)

# Thank you!



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<https://gofurniture.eu/>

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