

Clusters Presenting Themselves Pitching Session

22 November 2023

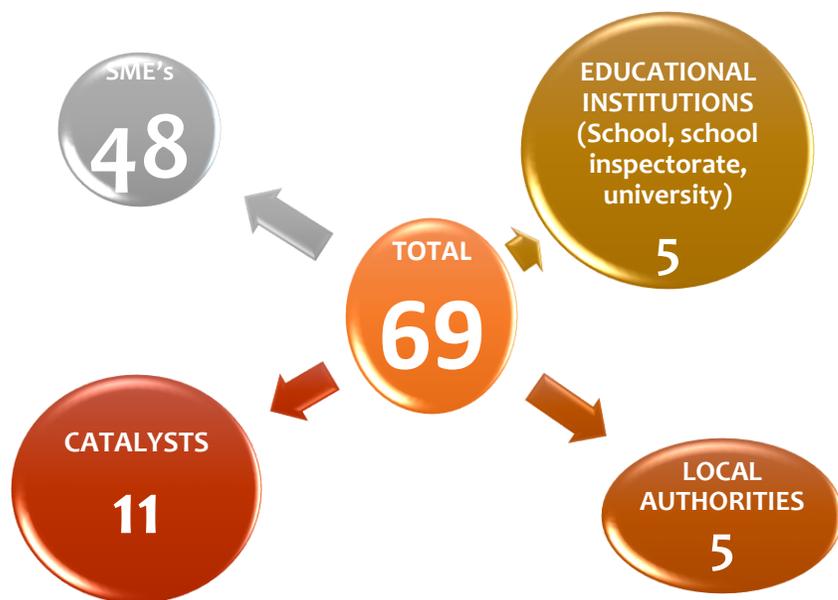
14:00-15:30

Clusters Meet Regions, Iasi

PRO WOOD Regional Wood Cluster



- established in 2010, located in Sfântu Gheorghe, Romania
- specialized in forestry, wood management and furniture production
- particular focus on INNOVATION



Challenge: Increase level of innovation among the actors of a traditional industry.

Cross-sectorial cooperation

Activities: In order to develop new products, there is a particular focus on innovation and cross-sectorial cooperation.

Concrete need for cooperation and development of an industry that is considered to be very traditional

Impact:

We are looking for collaboration with other clusters, from other sectors in order to massively change the perception with regard to the traditional use of wood, thus creating higher added value products from this sustainable raw material .