

Press release on the establishment of the “GO Furniture” META-CLUSTER



A new opportunity for collaboration in the European furniture sector has been officially launched with the establishment of the “GO Furniture” META-CLUSTER, a strategic alliance between eight leading furniture and wood industry clusters from across Europe. GO Furniture aims to drive innovation, sustainability, and international expansion while supporting European SMEs in the furniture industry.

GO Furniture was created as a result of the completion of the Furniture Go International (FGOI) project, with the **Partnership Agreement** signed by the following founding partners:

- [Transylvanian Furniture Cluster \(TFC\)](#) - Cluj, Romania
- [HABIC, Asociacion Cluster del Sector del Habitat](#), Madera, Oficina y Contract - Zarautz, Spain
- [Zavod Lesarki Grozd \(WIC\)](#) - Ljubljana, Slovenia
- [Klastr Českých Nabytárnů, Družstvo \(KCN\)](#) - Brno, Czech Republic
- [Interior Cluster Sweden AB \(ICS\)](#) - Växjö, Sweden



- [Asociatia KO-FA \(Pro Wood Regional Wood Cluster\)](#) - Sf. Gheorghe, Romania
- [Sdruzhenie Bulgarian Furniture Cluster \(BFC\)](#) - Sofia, Bulgaria
- [Centre de Difusió Tecnològica de la Fusta i del Moble de Catalunya \(CENFIM\)](#) - La Sénia, Spain

This agreement lays the groundwork for the creation of a META-CLUSTER designed to unite industry stakeholders and empower furniture businesses across Europe. The collaboration is driven by a shared vision of fostering innovation, sustainability, and market expansion, especially focusing on the internationalization of European small and medium-sized enterprises (SMEs) in the furniture industry.

Vision and Mission

The vision is to establish a strong meta-cluster that expands collaboration beyond traditional boundaries.

The mission is to unite and empower the furniture industry across Europe to drive innovation, growth, and sustainability through enhanced collaboration and market expansion efforts, working together for internationalization abroad, for the benefit of represented members, especially European SMEs.

Objectives of the “GO Furniture” META-CLUSTER

GO Furniture’s main goal is to be recognised as the leading platform for supporting the internationalization of European furniture SMEs.

Specific objectives include:

- To develop cross-sectoral partnerships with focus on areas like design, technology, and market expansion.
- To incorporate digitization, green practices and circular economy principles for innovation and sustainable growth.
- To attract new young professionals and contribute to upskilling the current professionals.

Governance and operations



GO Furniture will be governed by a General Assembly (GA) comprising representatives from each member cluster. A META-CLUSTER Chairman (MCC) and an Operational Team (OT) will be responsible for the daily management and coordination of activities, with the support of Working Groups (WCs) focused on specific challenges. These structures will ensure the META-CLUSTER remains agile and responsive to the evolving needs of the industry.

For a 2-year mandate, [HYGIA](#) has been approved as legal entity for the Operational Team (OT), representing the META-CLUSTER within the framework established by the META-CLUSTER Partnership Agreement (PA). Led by Ciprian MORCAN as the META-CLUSTER Chairman, who brings extensive experience in managing clusters and in the furniture industry, with the support of the HYGIA Operation Team, the mandate for the next 2 years is focused on the objectives mentioned above.

A commitment to innovation

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.

GO Furniture is currently in the process of expanding its network and actively seeking new partners. We invite interested organizations to join us! For more information, please contact:

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