

Transylvanian Furniture Cluster R&D projects

Cluster general manager, Ciprian Morcan
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1st Eastern European Innovation Partnership High-Level Meeting
22 May 2014 - Stuttgart

Executive summary

- Founded in early 2012, **Transylvanian Furniture Cluster** is organized as an association with legal personality and comprises **35 entities** including: **21 productive entities** (companies all active in production of furniture or suppliers of raw materials for this industry), **7 research entities** - development - innovation; (Technical University of Cluj Napoca, University Of Art And Design, University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, STEINBEIS EUROPA ZENTRUM der STEINBESI INNOVATION, Proeli CONCEPT, SMART FURNITURE, SAL CDI), **1 public institution, 6 entities catalysts and support.**
- The entire cluster concept has as main pillar to integrate, in a streamlined manner, all the production phases - from research related to innovative designs and production technology, to implementation of technological solutions tested to **efficient, sustainable and profitable** sales and delivery process.

Smart Furniture – R&D project

The project presents three main activities:

- **Industrial research** - identification of customer need and technical peculiarities of market niches. Research and development of technical solutions on the form, design, ergonomics and multi-functionality of the furniture.
- **Experimental research** - developing product lines suitable for the categories of needs (identified in industrial research) ; configuring a suitable and innovating furniture production ; Implementation of IT & C needed
- **Introduction of research results into production** - Making "zero,, serie of products resulting from the research stages.

Indicators followed in this project:

- 13 equipments for introduction into production-tangible assets;
- 6 patents; 14 scientific publications;
- 10 new R & D jobs created in the Enterprise;
- Increased cluster companies turnover by 6% and 12% in 2 years.

The project invest amounts EUR 907.624,32 - fully covered by EU funds.

Priorities in innovation and technology transfer

- Multifunctional furniture / modular office
- Multifunction office partitions office
- Metal Furniture

1. Innovative shape / design
2. Innovation functionality (e.g. combining multiple possibilities)
3. Studies on fastening systems / merge / handling
Studies on integration of
4. IT components / electronics
5. Studies on materials, finishes and color palette

Proeli Concept– R&D project

The investment in this project will lead to:

- Creation / modernization of links along the value chain in terms of research design and construction of molds for plastic parts for furniture;
- Use of modern technologies that will increase the quality of products produced positive impact on competitiveness.

The project's indicators:

- 8 equipments for introduction into production-tangible assets;
 - 4 patents; 8 scientific publications;
 - 11 new R & D jobs created in the Enterprise;
 - Increased cluster companies turnover by 6% and 12% in 2 years.
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- **The total value** of the project is **533.380 euro**, of which **the grant value** is in the amount of **453.000 euro**.

Q&A

- **Contact details**

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Thank you!

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AgroTransilvania Cluster



AgroTransilvania
Cluster

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Cluster consultant, Ciprian Morcan

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Scientific technological Park AgroScience

Partnership:

AgroTransilvania Cluster, USAMV Cluj-Napoca, Cluj County and other partners

Location:

already available near Cluj-Napoca

Partnership:

economic & administrativ & politic supported

Scientific & technological related projects

Gross Market (storage and trade facility):

- location: Campia Turzii (50 km to Cluj-Napoca)
- vegetables, fruits

Slaughter house:

- location: Jucu (20 km to Cluj-Napoca)
- pig, cattle, sheep

1. The increase of the **sustainable competitiveness** of the agri-industrial sector in Transylvania
2. Encouraging the set-up and/or the development of the **associative forms**
3. Integration of producers and/or associative forms into the **value chain**
4. The increase of **qualitative and quantitative** representatives of the cluster
5. Support the development of **local and regional initiatives**
6. **Encouraging the research, innovation and technological transfer in the agri-industrial sector**

Q&A

- **Contact details**

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Thank you!