



Regiunea
Ungheni



Furniture and More Cluster



2024





Background

The “Furniture and More” Cluster in Ungheni is a regional association that brings together top furniture manufacturers from across Ungheni region.

The cluster comprises 18 members, including economic operators, local authorities and educational and research institutions, and is dedicated to developing the furniture sector in the region.

The cluster aims to support and develop the furniture industry through collaboration, innovation, and advanced technologies.

Services provided and benefits for “Furniture and More” Cluster members:

Promotion of members and equal access to all advertising opportunities offered by the cluster.

Better visibility and quicker access to funding sources, and support in preparing funding applications/business plans.

Participation in projects to develop the furniture sector.

Discounts for attending cluster events, thus benefiting from equal access to all advertising opportunities offered by the cluster.

Support for training of cluster members.

Easier market penetration, as barriers to entry are easier to break down within the cluster.

Collaboration between private, public and research institutions.

Use of jointly created infrastructure, rapid examination of problems.

The cluster “core” are large market players. Around this core are small and medium-sized enterprises operating in the same sector of the economy, all interconnected in a single technological chain through the goods produced, the raw materials and other resources used, and related mutual services.

Presence of an innovative component in cluster activities, through the presence of research institutions.

Competition is maintained between cluster members, realized in the form of “competitive cooperation”.

Maintaining the flexibility of small and medium-sized sector enterprises in the event of the emergence of new needs

Unlimited term of activity, which allows for long-term cooperation.



Specialization:

The **furniture industry** represents the most complex activity in the wood industry, being the most recognized form of wood valorization in terms of value added per cubic metre. In Ungheni district, furniture production is divided in two subareas: production of furniture from MDF/particleboard and from solid wood. The second subarea occurs in only few localities in the country: all the links in the value chain, from forest plantations through log processing to the final product

being ready for export, can be found in Ungheni key region.

The **furniture industry in Ungheni municipality** is a component of the manufacturing sector, which accounts for about 33 per cent of the total number of employees in the locality and covers about half of the aggregate turnover.

Furniture manufacturing accounts for about 8 per cent of the number of employees in the manufacturing sector and about 4 per cent of the sector's turnover.

LOCALIZATION

Ungheni region



The cluster is strategically located in Ungheni region, benefiting from the advantages offered by the railway hub and the "Ungheni-Business" Free Economic Zone.

The "Furniture and More" Cluster in the key Ungheni region adds value to the wood and furniture industry, as well as to the development of the forestry and agricultural, commercial and construction sectors.

The "Furniture and More" Cluster contributes to the economic development of the region by capitalizing on unused agricultural land, creating economic opportunities for farmers, creating new jobs in urban and rural areas, and increasing the turnover of the industrial sector.

At the national level, industrial companies engaged in furniture manufacturing and wood processing account for about 4 per cent of the total production value of the country's industrial sector, but comprised about 15 per cent of the total number of enterprises in the industrial sector in 2020.

At the national level, the members of the "Furniture and More" cluster in Ungheni region rank second (after producers from Chisinau) out of all producers of this kind of furniture in Moldova, due to the volume of sales of solid wood furniture.



Existing business activities

Supported by the EU4Moldova: Focal Regions Programme, implemented by the United Nations Development Programme (UNDP) and United Nations Children's Fund (UNICEF), the "Furniture and More" Cluster demonstrates how strategic investments and international partnerships can transform the local furniture industry.

The cluster has purchased and installed 14 pieces of modern equipment, including calibrating and sanding machines, paint booths and air compressors. This equipment has increased productivity and efficiency, and has reduced consumption of natural resources by 10 per cent.

The investments led to the creation of 17 new jobs, with seven of them being taken by women.

Cluster members' sales revenues increased by 14 per cent, exceeding the initial target of 10 per cent. These achievements are a result of signing four new sales contracts and a nine-fold increase in the productivity of invested capital.

The cluster has established partnerships with clusters in Romania, participating in study visits and business to business events in Iași and Cluj-Napoca.

These collaborations have facilitated the exchange of knowledge and best practices, strengthening the cluster's position in the international market.

Through these achievements, the Ungheni "Furniture and More" Cluster has demonstrated that technological innovation, sustainability, and strategic collaboration can lead to success and sustainable development in the furniture industry

From December 2022 to June 2024, the cluster has made remarkable progress, being a success story in regard to modernizing the Moldovan furniture sector.

Major opportunities and development strategy

The "Furniture and More" Cluster aims to become a leader in the furniture industry in Moldova through the following:

- **INNOVATION:** Implementing advanced technologies and digitizing processes
- **SUSTAINABILITY:** Reducing resource consumption and using eco-friendly materials
- **EXPANSION:** Expanding cross-border partnerships and increasing presence in international markets

The cluster's strategic objectives for the next five years are as follows:

Strategic Objective 1:

Increase the competitiveness of furniture and raw material producers in Ungheni region

Strategic Objective 2:

Innovation and digitization – define new standards, transfer new technologies and develop innovative products using ICT to make products more competitive and to widen the market for products.

Strategic Objective 3:

Expand the cluster through new partnerships with manufacturers in related fields.

Strategic Objective 4:

Build up cluster capacity and network.



Cluster Members:

SOCLEMO SRL

Managed by Ion Procopciuc, is a wood furniture manufacturer in Ungheni that produces raw furniture and offers a certain level of finishing in small quantities.

EUROATLANT SRL

Managed by Lidia Goian, is a wood furniture manufacturer in Ungheni specializing in furniture finishing, packaging and delivery.

EVECOMLI SRL

Managed by Valerii Levițchi, is a furniture manufacturer in Ungheni that produces MDF/PAL furniture and processes glass.

VICOLEMN SRL

Managed by Victor Cepoi, is a manufacturer of MDF/PAL and solid wood furniture.

AGRICULTURE INVEST SRL

Managed by Florin Popov, specializes in cultivating Paulownia trees.

INTERA-DOC SRL

Managed by Ion Botezat, focuses on wood processing and lumber drying.



PUBLIC AUTHORITIES:

- Ungheni District Council
- Ungheni Branch of the Chamber of Commerce and Industry

RESEARCH-DEVELOPMENT- EDUCATION AND CATALYST INSTITUTIONS:

- Academy of Economic Studies of Republic of Moldova
- Technical University of Moldova
- Business Hub Ungheni
- Vocational School in Ungheni
- Hdtranstextil
- Transylvanian Furniture Cluster
- PRO WOOD Furniture Regional Cluster
- Luxury Vision Home
- Vidras Media
- Art Rocket



Investment opportunities:

The “Furniture and More” Cluster can access multiple investment opportunities:

Expansion of production capacities:

The cluster is looking to increase its production capabilities to meet the growing demand for high-quality furniture. Investment in modern machinery, larger production facilities, and advanced technology will enable the cluster to scale its operations, reduce production time, and improve the quality and variety of its products. This expansion will also create new job opportunities and strengthen the cluster’s position in both domestic and international markets.

Development of local infrastructure:

To support the expansion of its production capacities and enhance overall efficiency, the cluster is seeking investment in the development of local infrastructure. This includes the construction of new industrial spaces, improvements in transportation networks, and the establishment of logistics hubs. A well-developed infrastructure will not only benefit the cluster but also attract other businesses to the region, fostering a more vibrant and competitive business environment.

Research and development projects in advanced technologies:

Innovation is essential for the cluster’s long-term growth strategy. The cluster seeks to collaborate with investors to fund research and development projects focused on advanced technologies, such as automation, digitalization, and sustainable materials. A crucial aspect of this initiative is the creation of a prototyping, testing, and certification laboratory. This laboratory will enable rapid development and testing of new products, ensuring compliance with international quality standards. These projects will help the cluster stay ahead of industry trends, improve its production processes, and create cutting-edge products that meet the evolving needs of its customers. By investing in research and development, the cluster can enhance its competitiveness in the global market and drive sustainable growth.



The brochure was developed with the assistance of the "EU4Moldova: Focal Regions" programme, funded by the EU and implemented by UNDP and UNICEF. The views expressed here do not necessarily reflect the view of the EU, UNDP and UNICEF. UNDP does not endorse any entity, brand, product or service.

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 **Cluster Furniture & More**

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