

## **Creation of export support co-operation network to China in Latvia-Estonia-Finland cross-border region (LEF network to China)**

Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.04.2018 - 31.03.2022

Total funding: 1.178.072 EUR

ERDF funding: 917.031 EUR ERDF

Project Summary:

China's market is growing steadily and market demands wood products with added value. Based on expert's research, facts show that wood sector's export from Finland to China has grown up to 50% comparing 2015 with 2014. This shows to Estonian and Latvian companies, that wood sector export to China can be a real opportunity for them. Characteristic of all three countries shows that, they are competitive in wood sector and they have a common challenge to develop export to China. It's clear, that the active sales are in raw materials, but the added value product demand is growing as well. The common challenge is to develop export of wood interior design products to China. The wood interior design industry consists of e.g. wood building materials, furniture, wooden doors and windows, wooden houses. Knowledge transfer, market research, visiting and participating with joint-expo booth, contact matchmaking and trade missions are a first-class opportunity for developing exports to China. The project partners from Latvia, Estonia and Finland have contacts in China and experience in export promotion activities.

Through the project, SMEs will have the opportunity to be involved directly in the main project activities in China.

The project results will be: the creation of practical trainings, market research - with long term impact. Moreover, 19 companies from all partner countries will be developing real exports through contact matchmaking events, expo visits, expo joint- booth and trade missions. The project beneficiaries are wood interior design entrepreneurs from Latvia, Estonia and Finland.

## **Map of Partners**

### **Partners**

Lead Partner

**Latvijas Tirdzniecības un rūpniecības kamera**

**Country:** LV

[www.chamber.lv](http://www.chamber.lv) [1]

**Partner budget:** 356.923 EUR

**Amount of ERDF funding:** 281.969 EUR ERDF

Project Partners

## **Satakunnan ammattikorkeakoulu**

**Country:** FI

[www.samk.fi](http://www.samk.fi) [2], [www.samk.fi/en](http://www.samk.fi/en) [3]

**Partner budget:** 394.488 EUR

**Amount of ERDF funding:** 295.866 EUR ERDF

## **Eesti Kaubandus-Tööstuskoda**

**Country:** EE

[www.koda.ee](http://www.koda.ee) [4]

**Partner budget:** 216.231 EUR

**Amount of ERDF funding:** 171.903 EUR ERDF

## **Latvijas koka b?vniec?bas kl?steris**

**Country:** LV

[www.woodhouses.lv](http://www.woodhouses.lv) [5]

**Partner budget:** 97.871 EUR

**Amount of ERDF funding:** 77.807 EUR ERDF

## **Eesti Puitmajaliit MTÜ**

**Country:** EE

[www.puitmajaliit.ee](http://www.puitmajaliit.ee) [6]

**Partner budget:** 112.560 EUR

**Amount of ERDF funding:** 89.485 EUR ERDF

Associated Partners

## **Suomen metsäkeskus**

**Country:** FI

## Results

### Expected results

### Achieved results

Project result in category - New cluster co-operation exporting to new markets

## LEF Network to China created an export support network for wood products

The project targeted the entry to the China's market by CB region wood interior design industry companies. For that purpose, cluster uniting 5 partners was created. Cluster organisations from Latvia, Estonia and Finland participated.

COVID-19 pandemic had strong impact to project implementation as physical access to China was limited.

The project implemented following activities:

1. Established LEF network of 5 partners for sustainable export development to China.
2. Expo visit and contact matchmaking in China were 19 companies participated.
3. Trainings were organised in 3 countries to raise competence about exporting opportunities to China.
4. Web platform was created with all project materials from training and market research-handbook.
5. Participating companies had the opportunity to send their products to China, where they were placed and represented in showroom in Changzhou city for a year. It was the alternative solution in the COVID-19 obstacles.
6. The number of events was organized, such as Study Tour; development of showroom in Changzhou; participation with joint booth in China International Fair; participation in 10th China Global Wood Trade Conference; organization of B2B; presentation of the project during Beijing EXPO, organization of forum with B2B event.

Project page in database

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At a glance

- 5 partners for sustainable export development
- Trainings in 3 countries
- Participating companies could send their products to China to be on display

Files

 [LEF catalogue - English Version](#) [8]

 [LEF catalogue - Chinese version](#) [9]

 [Market research](#) [10]

Tags

[clustering and economic cooperation](#) [11]

[SME and entrepreneurship](#) [12]

## **Project Visibility**

### **Social media links**

[Project webpage](#) [13]

[Lead partner webpage - project link](#) [14]

[Project partner webpage - about the project](#) [15]

### **Other media visibility**

[Puitmajaliit paneb Hiina eksportimiseks lätlastega seljad kokku](#) [16]

[Leedo avab Hiinas puitmajade tehase](#) [17]

[Leedo puitmajatööstus Hiinas sihib Hongkongi börsi](#) [18]

[LTRK kop? ar uz??m?jiem dosies uz ??nu populariz?t kokmateri?lus un to produktus](#) [19]

[Norisin?j?s LTRK projekta LEF NETWORK TO CHINA ietvaros rad?t? kokapstr?des nozares uz??mumu demo centra atkl?šana \(March, 2021\)](#) [20]

### **Project videos**

<https://youtu.be/aUohkWWnyNM>

**Source URL:**<https://database.centralbaltic.eu/printview/89>

### Links

[1] <http://www.chamber.lv> [2] <http://www.samk.fi> [3] <http://www.samk.fi/en> [4] <http://www.koda.ee> [5] <http://www.woodhouses.lv> [6] <http://www.puitmajaliit.ee> [7] <https://database.centralbaltic.eu/project/89> [8] <https://database.centralbaltic.eu/sites/default/files/LEF%20catalogue%20Final%20-%20English%20Version%20-%20small%20size.pdf> [9] <https://database.centralbaltic.eu/sites/default/files/LEF%20catalogue%20-%20Chinese%20version%20-%20Small%20size.pdf> [10] <https://database.centralbaltic.eu/sites/default/files/0704-Market%20Research.pdf> [11] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [12] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [13] <http://www.lefnetworkchina.eu/> [14] <https://www.chamber.lv/en/LEFNETWORKTOCHINA> [15] <https://www.koda.ee/en/about-chamber/lef-network-to-china> [16] <https://www.ehitsuudised.ee/uudised/2018/07/17/putmajaliit-paneb-latlastega-hiina-eksportimiseks-seljad-kokku> [17] <https://www.ehitsuudised.ee/uudised/2018/09/06/leedo-avab-hiinas-putmajade-tehase> [18] <https://www.aripaev.ee/uudised/2019/06/20/leedo-putmajatoostus-hiinas-sihib-hongkongi-borsi> [19] <http://www.nozare.info/trk-kopa-ar-uznemejiem-dosies-uz-kinu-popularizet-kokmaterialus-un-to-produktus/> [20] <https://www.chamber.lv/lv/content/jaunumi/5236>