

EU 'WOODTECH' PROJECT

Promoting Innovation to Improve the Competitiveness of SMEs in the Timber Industry in SUDOE region

PROJECT FOCUS AND JUSTIFICATION

Europe is one of the largest regions in forest surface, nevertheless this region and specially the SUDOE region has competitive problems in timber industry. The SUDOE region forest is essentially Mediterranean and thus has some characteristics that usually affects to its competitiveness (discontinuous forest diversity, atomized properties, etc.). SUDOE region timber industries usually import serrated and fitted-out woods from Asia, USA and Latin America.

Instead of that "consumable" wood can proceed from SUDOE forests, some problems like a stone-depending market, economical and social dynamics, very few pilot experiences, and a lack of innovation and training in SMEs, generate a strong disruption between the potential demand of local wood and the real existing offer.

In a free and global market context the project wants to reduce the tendency of increasing the amount of wood imports in SUDOE region from a sustainability, innovation and closing market point of view.

Strengths: existing and abundant forestry resources; existing and operating wood processing industry; existing technology centres, universities and competitiveness clusters that help SMEs; know-how; rooted culture in wood sustainable systems.

Opportunities: few new timber products (opportunity for new products/structural solutions/applications); society increasingly more aware about "green buy" and products traceability; contribution to territorial rebalancing and wood sustainable management.

Weaknesses: atomized SMEs; lack of product innovation and new business model generations; low collaboration activity between SMEs; weak SMEs lobby of SUDOE region compared with other regions; excessive dependence of outer markets.

Threats: production of low-added value products; depriving of capital on SMEs of SUDOE region; entry of new and cheaper products in SUDOE market; use of wood substitutive products such as concrete, steel or plastic

WOODTECH RESPONDS TO 2 CONTEXT NEEDS

To improve the competitiveness of SUDOE timber industry innovating in wood products and training sectorial enterprises.

To increase value of local resources. There exists a surplus of non-profitable wood, potentially usable for other purposes.



MEDITERRANEAN PINE WOOD



HOM OAK WOODFLOORING

PROJECT OBJECTIVES

WOODTECH is an innovation and technology transfer project that has the main objective of contributing to become the first and second wood transformation companies of SUDOE region more competitive in front of a global market; and to reinforce its developing capacity in new products with more added value and coming from woods from local forests with a sustainable managing system. The specific project goals:

- To develop 4 wood products from regional species that come from SUDOE region forest.
- To offer to SMEs these innovated products for commercial purposes
- To promote and to spread these new products also to the industry and society. Transfer the generated knowledge and technology.
- Train and provide entrepreneurship tools to SMEs and foster job creation.
- Create a cooperation network between interested SMEs and project partners.

EXPECTED RESULTS OF THE PROJECT

- Development and characterization of four new products/structural solution manufactured with wood coming from species of SUDOE region forests.
- Promotion of these new products and their protection plan (IPR) and commercial exploitation. Development of four catalogues (one per each product) and transfer actions of the results (four transfer seminars, presence in Fairs and Congresses and promotional events).
- Guidance (information and training) to 20 wood sector companies of the SUDOE region to improve its competitiveness (optimization processes, internationalization, supply of raw materials, etc.)
- Creation of a transnational cooperation network between project's partners, participant SMEs and other stakeholders related with the project.

PARTNERS OF THE PROJECT

8 partners from 7 regions of SUDOE region + associated SMEs + other involved stakeholders.

AIDIMA (Instituto Tecnológico del Mueble, Madera, Embalaje y Afines) C. Valenciana (ES)

CIEBI-BIC (Centro de Inovação Empresarial da Beira Interior) Centro (PT)

CIRAD (Centre de coopération Internationale en Recherche Agronomique pour le Développement) Languedoc-Rousillon (FR)

CTFC (Centro Tecnológico Forestal de Catalunya) – (Project leader) Catalunya (ES)

HAZI (Hazi Fundación) Euskadi (ES)

INCAFUST (Institut Català de la Fusta) Catalunya (ES)

ISA (Instituto Superior de Agronomia) Lisboa (PT)

XYLOFUTUR (Pôle de compétitivité Xylofutur) Aquitaine (FR)

MORE INFORMATION

www.woodtech-project.eu

twitter.com/WoodtechMed

www.aidima.es