

**TOWARDS AN
INTEGRATION PLAN:**

**BEST PRACTICES ON
MOBILISING
BIOECONOMY REGIONAL
EXCELLENCE**



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THE BULGARIAN FURNITURE CLUSTER



WHO ARE WE?



- Founded in Sofia, Bulgaria in 2009
- Export oriented group of **furniture manufacturers and designers**
- **Over 50 SME furniture manufacturers** covering the entire value chain of furniture production
- **10 Design Studios** with international experience
- **2 NGOs** – Association of Bulgarian Designers + PRO-ARCH Design Group
- **3 Universities** – New Bulgarian University + Technical University + Design Institute of Florence/ Italy/
- **Bronze Label** from ESCA
- One of the leading clusters in SEE in internationalization



VINTRY & MERCER

The City, LONDON

Vogue has put **Vintry & Mercer** on the list of buzziest hotels to book for 2019! Find out more: <http://bit.ly/DMVogue> ...see more



The Buzziest New Hotels To Book For 2019

vogue.co.uk

Novotel Leicester



- Leicester, UK
- ★★★★★
- 154 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Marriott Courtyard
Bucharest Floreasca



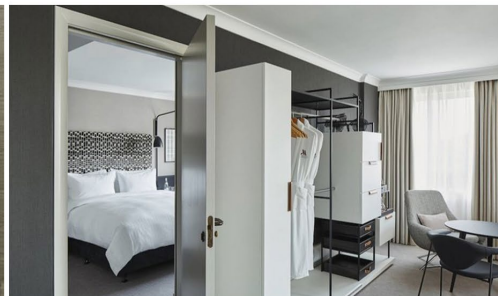
- Bucharest, Romania
- ★★★★★
- 259 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Marriott
Maida Vale



- London, UK
- ★★★★★
- 237 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms



Hampton
by
Hilton



- Amsterdam,
Netherlands
- ★★★★★
- 75 rooms
- Supplied by Ligna:
Bespoke furniture
in the guestrooms
and public areas



A detailed microscopic image of plant tissue, likely a cross-section of a stem or root, showing distinct layers of cells. The cells are arranged in concentric, wavy patterns, with a darker blue-green outer layer and a lighter green inner layer. The word "BIOECONOMY" is overlaid in white, bold, sans-serif capital letters in the center of the image.

BIOECONOMY

GREEN TENDENCIES

- Relocating supply chains/value chains back to Europe
- Keeping production closer to demand
- Leveraging opportunities for local producers
- Emphasizing the use of wood (& other biomass resources)
 - To last longer, go further, and have ever more variety of applications

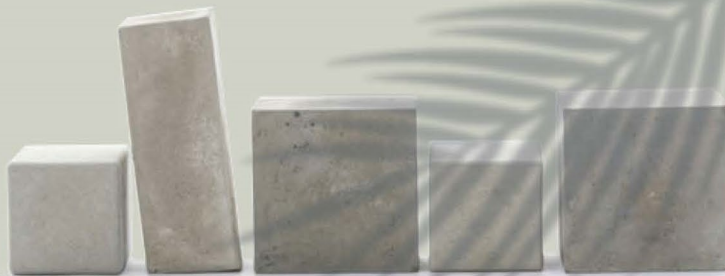
CLUSTER SUSTAINABILITY POLICY

- Currently implementing cluster-wide sustainability policy
- Communally created and agreed upon
 - internally communicated and integrated
- Aiming to increase sustainability in production and logistics processes
- Shifting focus to achieving **sustainability through innovation**
- Integrated actions throughout entire cluster value-chain
 - coordinated and inter-related plan

TOWARD AN INTEGRATION PLAN:

 **ligna**

CONCRETE COLLECTION



- Sustainable production
- Plastic-free
- Durable materials
- Omnipresent design
- Recyclable products
- Long-lasting lifespan

ligna

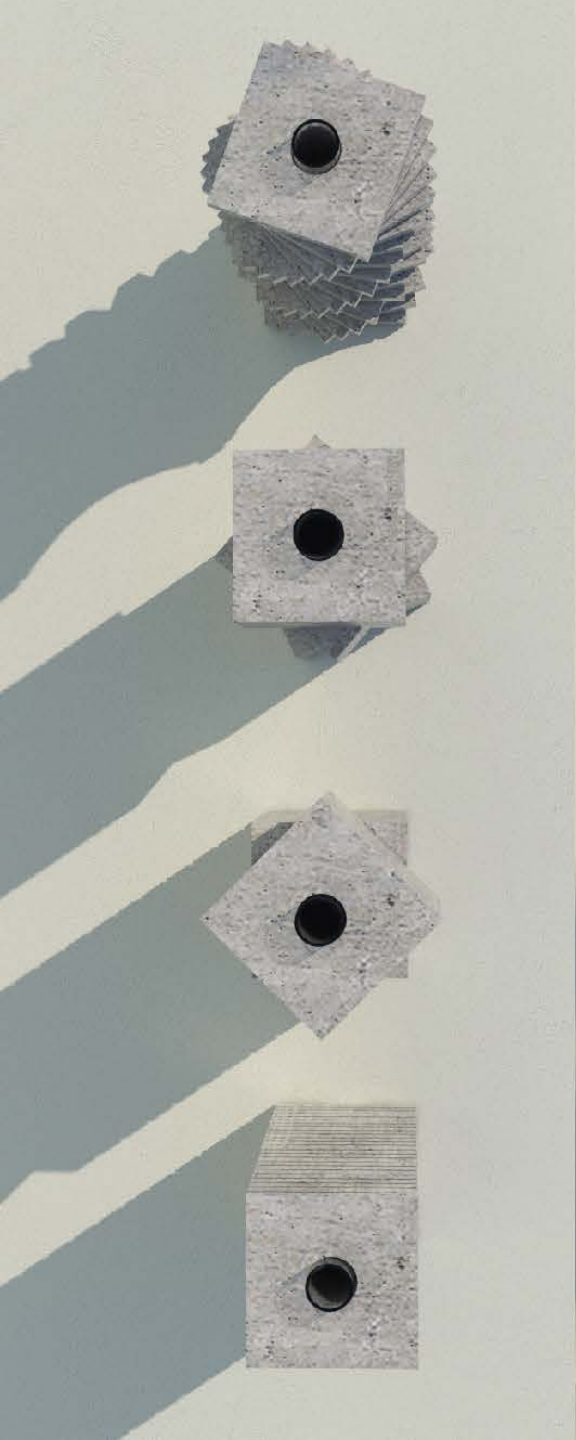
SLOT TABLE II



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CYLINDER TABLE





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ASPECT LIGHT



THANK YOU!

LET'S MAKE AN EFFORT TODAY
FOR A GREENER TOMORROW

