

LEF network to China: the summary of the story about how Central Baltic companies tried to develop export to China

Almost 5 years ago, ambitious cooperation partners from Latvia, Estonia and Finland decided to work together with aim to support Central Baltic regional enterprises from wood sector to develop export to China. With year 2018 unpredictable journey started under project name “LEF network to China” and finished on 2022.

During the project, where planned different export support activities to the companies. Unfortunately, Covid-19 pandemic change a lot of the project plans. Despite that, the project team continued to work, only with different approach – online and remotely.

Project provided support for at least 82 unique wood sector companies from the Central Baltic region – Finland, Estonia and Latvia. Main joint activities where market research, export support training, direct work with 19 wood sector companies by providing marketing consultations, sales agent in China, show room in China, participation in Expo with joint booth, export catalogue, online B2B meetings etc. There were huge export ambitions what where decrease due to Covid 19 pandemic till great experience and increase of competitiveness about export development to China for near future.

Please find more information about the project and it’s results: <http://www.lefnetworkchina.eu/> and in Chinese: <https://lefnetworkchina.taomuwang.com/>

Project team consisted from:

Latvian Chamber of Commerce and Industry (Leading organization), Estonian Chamber of Commerce and Industry, Satakunta University of Applied Science, Estonian Wood House Association, Latvian Wood Construction Cluster.

The project team highly appreciate presented trust by Interreg Central Baltic program, which co-financed the project.