**Benchmarking report - Summary of the thematic discussion on 17.9.2020 with Wilawood**

**Attending:**

* Hanna Lampinen-Vilkkilä
* Tuomo Vilkkilä
* Tiina Kuisma
* Riikka Kumpulainen
* Ewelina Piotrowska
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**SME**

Wilawood - A family business located in Saarijärvi, Central Finland, founded in 2018. A company produces handcrafted design products of curly birch and other Finnish wood species like rowan, flame birch and grey alder. The main raw material is curly birch, which is a Finnish specialty and a genetic variant of silver birch. It is grown in PEFC-certified forest on our family’s homestead in Central Finland, in the city of Saarijärvi. Wilawood product range includes for example jewelry, serving trays, chopping boards and vases combining wood and mouthblown glass.

**SWOT analysis:**

**Problems/ Challenges:**

* How to get to the global markets with our products?
* How to get to the global markets with curly birch raw material?

**Strengths:**

* Unique products, material and brand
* Small products are suitable for web shop and shipping
* Finland is internationally well known of our clean and beautiful nature.
* That is a good point of view in marketing our bioeconomy products

**Weaknesses:**

* Cost-efficiency of production methods
* Small diversity of distributions channels
* Difficulties in shipping

**Possibilities:**

* Improvements of the product range so that is suitable for global markets

and shipping

* Strengthening the production chain
* Expanding retail channels, exhibitions might be a possibility or other event when regional products are presented
* New product development and development of production methods
* Possibility of using big trees as raw material in plywood production and the markets for that are mostly in Central Europe- also possible to sell small diameter curly birch raw material