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CANADIAN FOREST SERVICE

SPOTLIGHT

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Building Relationships with International Buyers of Canadian Wood Products

Canadian manufacturers of wood products looking to grow their sales in export markets recently participated in an international trade show that helped them build business relationships with foreign buyers of their products.

Influential Conference

The 10th annual trade show, known as the Global Buyers Mission (GBM) and Wood First Conference, was held in Whistler, BC in September 2013. It was organized by BC Wood, a not-for-profit industry association that represents British Columbia's value-added wood products industry. The Honourable Ed Fast, Canada's International Trade Minister, attended the conference and delivered one of its keynote addresses on behalf of the Government of Canada.

The GBM brings together Canadian manufacturers and suppliers of wood products (including those used for construction, for remanufacturing, or as finishing materials), with buyers from 22 different countries of such products. The event also provides architects, engineers and designers with opportunities to learn about how best to use wood in their projects and to hear from wood specialists.

Optimistic Future for Wood Products

There are currently many positive drivers fuelling global demand for wood products.

In the United States, housing demand is in the very early stages of a positive turn-around following many years of decline. This directly benefits Canada's wood products sector since the US is our main export market for such products.

International demand for wood products, including from fast-growing economies like China and South Korea, continues to increase. As a leading manufacturer and exporter of high-quality wood products, Canada is well positioned to meet part of this demand.

Then there are global efforts to mitigate the impacts of climate change. This has led to a rise in demand for raw materials which have low-carbon footprints. Wood products are examples of such materials, enabling increased export opportunities for Canada's wood products sector.



Using wood as a structural material. Photo courtesy of Canadian Wood Council



Using Wood in Building Construction. Photo courtesy of Canada Wood China

Sustained Federal Support

Given the economic and environmental benefits of wood, the Government of Canada has invested \$195 million since 2002 to diversify wood product markets at home and abroad. The funding, provided under a number of federal programs delivered by Natural Resources Canada but conducted in partnership with wood product associations and the provinces, has also helped

to foster greater use of wood in construction through targeted outreach activities such as this year's Global Buyers Forum.

These investments have enabled Canada's forest sector to take advantage of new market opportunities, which have helped support forest-dependent communities and create jobs for the sector across the country.