
NEWS RELEASE

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Ministry of Forests and Range

FORESTS MINISTER HEADS TRADE MISSION TO CHINA

VANCOUVER – A group of B.C. forest sector delegates, led by Forests and Range Minister Pat Bell, leaves today for a six-day trade mission to China to increase demand for wood products in China's largest cities and major building markets.

“Our mission is to generate more business and to pursue new sales opportunities for British Columbia's world-class forest products,” Bell said. “This trip has also been organized to build new relationships, as well to strengthen existing links, with Chinese construction agencies, developers and government officials.”

Bell and more than a dozen industry representatives will visit the cities of Shanghai, Beijing, Chengdu, Deyang, Mianyang and Dujiangyan and several earthquake reconstruction project sites during the Nov. 12-18 tour of China.

B.C. plans to sign memoranda of understanding with China to help rebuild community facilities destroyed by last May's devastating Wenchuan earthquake.

To help build relationships, the B.C. trade team will meet with the China National Ministry of Civil Affairs; several municipal governments; and China National Building Materials, the largest professional supplier of building materials in the country.

The delegation will also view progress and latest developments with B.C.'s marketing and demonstration projects such as the Dream Home Canada centre and the commercial application of wood truss roofs with the Shanghai Housing Bureau.

The trade mission, combined with B.C.'s ongoing marketing and demonstration projects, is expected to give an added boost to future forest product sales to China. Wood-frame roofing in particular has significant growth potential. Low-rise, multi-family housing represents a potential lumber market of up to 2.8 million cubic metres per year in roof systems alone.

“We're seeing clear signs that our marketing efforts are starting to pay off. Softwood lumber sales to China are on pace to make 2008 a record-breaking year,” said Bell. “We need to continue to pursue every opportunity to boost this positive, upward trend. That is a major reason why I am travelling to China this week.”

Photos from the China trade mission will be available online in the Ministry of Forests and Range media room at www.for.gov.bc.ca/pab/media/.

1 backgrounder(s) attached.

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BACKGROUND

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OVERVIEW OF FOREST SECTOR TRADE MISSION

Forests and Range Minister Pat Bell will be joined by more than a dozen industry representatives on a Nov. 12-18 trade mission to China. The delegation will view progress on B.C. marketing and demonstration projects, strengthen relationships with construction agencies and government officials, and pursue new sales opportunities.

DELEGATION MEMBERS

The following will take part in the trade mission:

- James Shepard, Canfor
- Don Kayne, Canfor
- Mayco Lou, Canfor
- Hank Ketcham, West Fraser Timber
- Chris McIver, West Fraser Timber
- Eric Zhang, West Fraser Timber
- John Langley, Tolko Industries
- Jason Zhang, Tolko Industries
- Ric Slaco, Interfor
- Vivian Wong, Interfor
- Duncan Kerr, Western Forest Products
- Rick Jeffery, Canada Wood Group
- Paul Newman, Canada Wood Group
- Bruce Pollock, Interex Forest Products
- John English, British Columbia Institute of Technology

ITINERARY

The six-day trade mission will involve a number of formal meetings to increase B.C. forest product sales, as well as a number of project site visits to see how North American wood-frame construction is being adopted to fit the unique mix of building styles in China.

Beijing – Nov. 14

- Meeting with Canadian Ambassador and Embassy officials
- Meeting with China National Ministry of Civil Affairs
- MOU signing on earthquake reconstruction cooperation
- Meeting with China National Building Materials

Chengdu, Deyang, Mianyang, Beichuan – Nov. 15

- Meeting with Chongqing Canadian Consulate in Chengdu
- Visit to Canada Wood College – Sichuan campus
- MOU signing with Beichuan government
- MOU signing with Mianyang government
- Visit to Mianyang project site (recovery and rehabilitation centre for earthquake victims)
- Visit to Beichuan town and project site (reconstruction of care centre for the elderly)

Dujiangyan, Baoshan, Chengdu – Nov. 16

- Inspection of villa wood-frame structures that withstood Wenchuan earthquake
- Visit to Xiang'E project site (reconstruction of primary school)
- Visit to wood-frame school project in Baoshan
- Meeting with Baoshan government
- MOU signing with Qingchuan government

Shanghai – Nov. 17

- Visit to Dream Home Canada Demonstration Centre
- Visit to Putuo commercial roof renovation site
- Meeting with Canadian Consulate in Shanghai

Shanghai – Nov. 18

- Visit to Truss and panel factory in Songjiang district
- Visit to China National Building Materials Shanghai Distribution Centre

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