
NEWS RELEASE

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Ministry of Forests and Range

B.C. FIRMS LAND WOOD PRODUCT SALES IN JAPAN

TOKYO – British Columbia value-added wood manufacturers project sales of \$8 million through the Japan Home Show, Forests and Range Minister Pat Bell announced today while attending Japan’s largest building products exhibition.

“The appeal of natural B.C. wood and high quality craftsmanship is a winning combination in Japan,” said Bell. “Value-added companies from British Columbia are converting this interest into real sales.”

Eleven British Columbia companies and trade associations, representing both the value-added and primary sectors, are participating through the Canada Wood Group, a trade association funded by industry, British Columbia and the federal government as part of a program to boost wood product sales. The Canadian pavilion is one of the largest among the 700 exhibitors.

The show gives British Columbia forest companies the chance to meet wholesalers, developers, architects, contractors and other key players in the Japanese housing industry. More than 95,000 buyers are expected to attend the three-day event.

“The joint marketing efforts of industry and government are key to growing and diversifying our markets,” said Bell. “These efforts have a direct, bottom-line impact on sales and jobs in B.C. We’re delivering an important message that B.C.’s forest sector can meet all of Japan’s diverse building needs – from design, structural lumber, interior decorating, flooring, to cabinetry and finishing.”

Bell told Japanese media at the home show that the forest industry’s capabilities are on display through Olympic venues, such as the advanced wood technology used to build the Richmond Olympic Oval, or the creative use of wood for interior walls and ceilings at the Vancouver Convention Centre.

“We have invited our many Japanese partners to visit us during the Olympics and to see firsthand how wood can be used to build larger public buildings and facilities,” said Bell.

Japan recently modified its building code to allow larger multi-unit buildings to be constructed entirely from wood. Japan is the province’s largest export market by value after the United States for wood products.

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

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