

Program: MDP 09/10

Project: China Market Development

Recipient: Council of Forest Industries

EXECUTIVE SUMMARY

The activities in this project are designed to strengthen British Columbia's position as a key supplier of wood building products and wood construction technology. The China – SPF Market Development Program will utilize a mix of promotional activities, made up of participation in trade shows, delivery of seminars, a targeted media campaign, updated literature and further market assessment and research, to expand the use of SPF in structural applications.

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