
NEWS RELEASE

For Immediate Release
2016PREM0038-000533
April 8, 2016

Office of the Premier
Ministry of Forests, Lands and Natural Resource
Operations
Ministry of International Trade

B.C. invests \$8 million to advance wood and grow global markets

KELOWNA – The Government of British Columbia announced today that it is investing \$8 million to promote the use of B.C. wood, help advance wood building systems and products, and to expand global markets for B.C. wood products.

Premier Christy Clark made the announcement while attending the Council of Forest Industries annual convention in Kelowna.

“B.C.’s vibrant and globally competitive forest industry relies upon international markets for wood products. By advancing market development efforts we are helping to generate economic activity across the province, strengthening B.C. communities and creating and sustaining jobs,” said Premier Clark.

The funding is being made available to 15 different industry trade associations and research institutes that deliver market development programs on behalf of government and industry. B.C.’s contribution is being managed through Forestry Innovation Investment (FII), the Province’s market development agency for forest products.

“B.C. is home to one of the world’s most sustainable and globally competitive forest sectors. Maintaining leadership in this area requires continued innovation at home, and efforts to grow new and emerging markets abroad,” said Minister of International Trade Teresa Wat

Of the \$8 million, \$6.2 million will be made available for activities targeted at expanding markets for B.C.’s wood products, with investment priorities that reflect evolving market opportunities in Asia and North America. The remaining \$1.8 million will be made available for activities delivered through the Wood First program, which fosters the innovative use of wood and wood building systems in B.C. through research, education, marketing and capacity building.

These activities will be delivered on a cost-shared basis, with additional funding being provided by industry and the federal government through Natural Resources Canada.

“Every year, B.C. hosts visitors from around the world who want to learn more about B.C. forests and the advantages of using wood and wood-based building systems. We are recognized as a global leader not only in how we use wood, but also in how we sustainably manage our forests, helping meet the environmental, social and economic needs of current and future generations in B.C.,” said Minister of Forests, Lands and Natural Resource Operations Steve Thomson.

Building international markets for B.C.'s natural resources is a component of the BC Jobs Plan. The B.C. forest sector employs more than 60,000 British Columbians and supports over 7,000 businesses.

See the attached backgrounder for the list of trade associations receiving funding from FII in 2016-17.

Quick Facts:

- In 2015, wood products represented 36% of B.C.'s total exports.
- In 2015, B.C. exported \$12.9 billion in forest products (lumber, pulp and paper and other wood products).
- B.C. exports over 90% of all forest products.
- B.C. has more third-party forest certification than any jurisdiction in the world, except for Canada as a whole.
- Canada is the world leader in sustainable forest certification with over 40% of the world's third-party certified forests.
- Wood products from the Province's sustainably managed forests help tackle climate change by being a renewable building material and a means to store carbon.

Learn More:

www.BritishColumbia.ca connects B.C. companies and communities with international opportunities and promotes our competitive advantages to investors and decision-makers around the globe.

The BC Jobs Plan: <http://engage.gov.bc.ca/bcjobsplan/>

Forestry Innovation Investment is the province's market development agency for forest products: www.bcfii.ca

www.naturallywood.com is a comprehensive information resource featuring the facts and science about wood species, sustainable forests, product manufacturing and building innovations in the Province of British Columbia, Canada.

An overview of funding recipients follows.

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Marketing Initiatives

BC Wood Specialties Group – \$528,000

- Pursue niche opportunities for value-added wood products at high impact trade events in the U.S. and Canada.
- Bring together B.C. and Canadian value-added wood products manufacturers with pre-qualified international buyers and specifiers at the 2016 Global Buyers Mission in Whistler.
- Explore market opportunities and increase value-added wood product sales in China, Japan, South Korea, Mexico and Europe.

Canada Wood Group – \$3.44 million

- In China: pursue innovative uses of B.C. wood in construction and in manufacturing by addressing building code constraints and providing training and quality support.
- In Japan: develop innovative building solutions to expand the use of lumber and panel products in non-residential applications.
- In South Korea: continue wood-frame design and construction training to support innovative building solutions for larger scale developments, including multi-family structures and infill walls.
- Expand the global reach of B.C. wood products with market access and development teams in China, Japan, Korea, Europe and India.
- Respond to global phytosanitary barriers to trade and product acceptance issues for B.C. wood products.

Cedar Shake and Shingle Association – \$44,000

- Encourage the use of cedar roofing and sidewall shakes and shingles as a product of choice among specifiers in the U.S. with a multi-faceted education and marketing campaign.

Coast Forest Products Association – \$116,000

- In Japan: promote the use of B.C. coastal species for innovative hybrid solutions for multi-unit, institutional and other non-residential buildings.
- In China: create demand in landscape and appearance grade applications for B.C. coastal species by increasing awareness and building technical knowledge.

Council of Forest Industries – \$375,000

- In China: explore existing applications and innovate new applications for B.C. forest products, such as energy efficient wood wall systems and tourism-oriented structures.
- In Japan: expand opportunities for spruce-pine-fir (SPF) lumber by promoting wood frame and hybrid construction in the non-residential sector and in large-scale buildings.
- In South Korea: grow the use of SPF lumber in multi-storey/multi-unit buildings including through the application of infill wall systems.

Engineered Wood Products Association (APA) – \$53,000

- Create new opportunities and demand for B.C. structural panels and engineered wood products in large-scale non-residential construction in Japan through the development of structural engineering data, supported by a diversified promotional and educational program for Japanese specifiers.

Western Red Cedar Lumber Association – \$908,000

- Increase market awareness and improve western red cedar’s value proposition with an integrated comprehensive program of marketing, communication, education and outreach efforts.

Wood Pellet Association of Canada – \$87,000

- In Europe: communicate sustainability of B.C. wood pellets to the power generation and heating sectors, and improve the regulatory environment for wood pellets.
- In Japan: identify new customers for industrial wood pellets and increase the amount of volume under long-term sales contracts.

Wood Products Council – \$645,000

- Encourage a shift in the U.S. design and builder community that results in greater wood use in non-residential and multi-unit construction projects.
- Provide technical advice, education, and support to drive demand and support the specification of wood over alternative materials.

For more information, please visit: <http://www.bcfii.ca/investment-funding/overview>

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WoodFirst Initiatives

Canadian Wood Council – \$544,000

- Provide technical support and advice to address wood performance attributes in multi-family, multi-storey and non-residential projects.
- Convey practical wood design solutions through educational events.
- Communicate sound wood construction practices.
- Support building and fire code changes that address the use of wood.
- Broaden wood design awareness through a wood awards program.
- Conduct studies on issues and barriers to using wood.

Design Build Research Institute – \$24,000

- Develop student understanding of wood by providing opportunities to translate design concepts into built objects and gain hands-on experience through design-build projects.

FPIinnovations – \$361,000

- Improve entrepreneurial skills of small- to medium-size wood product manufacturers by improving their capacity to adopt new manufacturing technologies and develop new products through technology transfer projects, technical assessments, workshops, webinars and face-to-face outreach activities.
- Conduct fire research to inform the engineering of fire stops for service openings (wall access for plumbing and wiring) in Cross Laminated Timber (CLT), and to develop fire-test data on fire door frame-to-CLT panel connections.

University of British Columbia – \$346,000

- Support value-added manufacturers in their development of new products through design, engineering, prototyping, testing and cost/benefit analyses.
- Foster collaboration between manufacturers and industrial designers in various subsectors of the value-added wood industry through organizing a series of networking meetings.
- Convey advanced wood processing solutions, such as industrial robotics, through educational events.
- Research and document the construction process of UBC's Brock Commons tall wood (18-storey) student residence.

University of Northern British Columbia – \$23,000

- Conduct research to prepare flexible connection details for use in mass timber structures in seismically active regions.

BC Wood Specialties Group – \$420,000

- Educate and train architects, engineers, interior designers and construction professionals on available B.C. wood products and their applications through a variety of educational events, such as lunch-and-learn sessions, group seminars and factory tours.
- Promote building products and systems, as well as the benefits of wood in construction and design, with value-added forest products companies at trade events.
- Increase competitiveness, innovation and adaptability of individual value-added wood companies by improving their marketing and business development capability through assessments, site visits, workshops and business development projects.

BC Construction Association – \$58,000

- Research barriers to innovative wood use in non-residential and mid-rise structures, and make recommendations to improve the capacity and effectiveness of the supply chain from component manufacturers to builders and installers.

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