



**Forestry Innovation Investment**

# OVERVIEW

## BUILDING A STRONGER B.C. FOREST ECONOMY

### Forestry Innovation Investment

Forestry Innovation Investment (FII) is the provincial agency charged with maintaining, creating and diversifying markets for B.C. forest products. We work with and support the forest sector to bring advanced wood products and technologies to market; promote our products and forest management practices to the global marketplace; and leverage our resources to ensure the forest sector continues to be a key contributor to the B.C. economy.



**PARTNERSHIPS** FII works with nearly two dozen industry trade associations, research institutions and trade development agencies to deliver a comprehensive suite of market development programs and services. Our unique, collaborative approach also brings together the expertise and resources of two levels of government to maximize the impact of the initiatives delivered by FII and its partners.

**90%+** B.C. FOREST PRODUCTS EXPORTED

**22** PARTNERS IN MARKET DEVELOPMENT

**150K** B.C. JOBS TIED TO FORESTRY

**\$13.9** BILLION IN ANNUAL B.C. FOREST PRODUCT EXPORTS

Visit [bcffi.ca](http://bcffi.ca) for more information and follow us on LinkedIn to receive updates and notifications when new resources become available.



## Research, data and marketing tools

All materials are available to eligible B.C. organizations at no charge. For access to our library of research please request a user name and password at [www.bcfii.ca](http://www.bcfii.ca).

### RESEARCH BY MARKET

Find out what's happening in markets around the world.

Popular resources include:

- *2016 Trend Analysis in Export Markets for B.C. Forest Products*
- *Indian Furniture Market Report*
- *Forest Products Market Analysis: United States*
- *South East Asia Strategic Review*
- *China Remanufacturing Study*
- *Vietnam Manufacturing Study*

### TECHNICAL / ENVIRONMENTAL RESEARCH

Stay up-to-date on the latest innovation in wood technology.

Popular resources include:

- *Customer Market Acceptance Research*
- *Fire Resistance of Long Span Composite Wood-Concrete Floor Systems*
- *Advanced Methods of Encapsulation*

### DATA AND STATISTICS

Use our exclusive data to identify and understand market issues.

Popular resources include:

- *Monthly B.C. Wood Product Exports to All Trading Partners*

### IMAGE LIBRARY

Download and use any of our 2,000+ high-quality professional photographs at no charge.

To access the image gallery visit [www.imagelibrary.bcfii.ca](http://www.imagelibrary.bcfii.ca).

### NATURALLY:WOOD

naturallywood.com is a comprehensive information resource that brings together the latest, most reliable data and information about B.C.'s wide variety of forest products.

Popular resources include:

- *Videos and case studies on leading-edge B.C. buildings*
- *The Building Green with Wood Toolkit*
- *Facts on B.C.'s sustainable forest management*
- *A supplier directory of 500 B.C. forest product manufacturers*
- *To access these resources visit [www.naturallywood.com](http://www.naturallywood.com).*



*Brock Commons Tallwood House is an 18-storey mass timber hybrid student residence building at the University of British Columbia, scheduled to be completed by Spring 2017.*



*Exposing manufacturers to Canadian wood is central to FII's marketing efforts in India. Attendees collect samples of Canadian species at IndiaWood, the country's largest, annual wood products trade show.*



*FII's programs support the B.C. forest industry in delivering market development activities around the globe.*

HEAD OFFICE  
1200 - 1130 West Pender Street  
Vancouver, BC Canada V6E 4A4  
T 604 685 7507 | F 604 685 5373  
[info@bcfii.ca](mailto:info@bcfii.ca) | [www.bcfii.ca](http://www.bcfii.ca)

