

Canadian Wood in India

On behalf of the Province of British Columbia, Forestry Innovation Investment (FII) invests in early stage development of emerging markets where there are defined opportunities, a need for government support, and higher risk that may inhibit stand-alone investments from industry. FII, the Canadian federal government and the Canadian wood products industry believe that India meets these criteria and offers significant long-term growth potential.



FII India office and showroom, Mumbai

In 2012, with support from NRCan and B.C.'s forest industry, FII established a presence in Mumbai, India to meet the growing demand for wood products. Since then, the FII and Canada Wood team has expanded operations in the north of India to Gurugram, in the National Capital Region, and Bengaluru in the south.

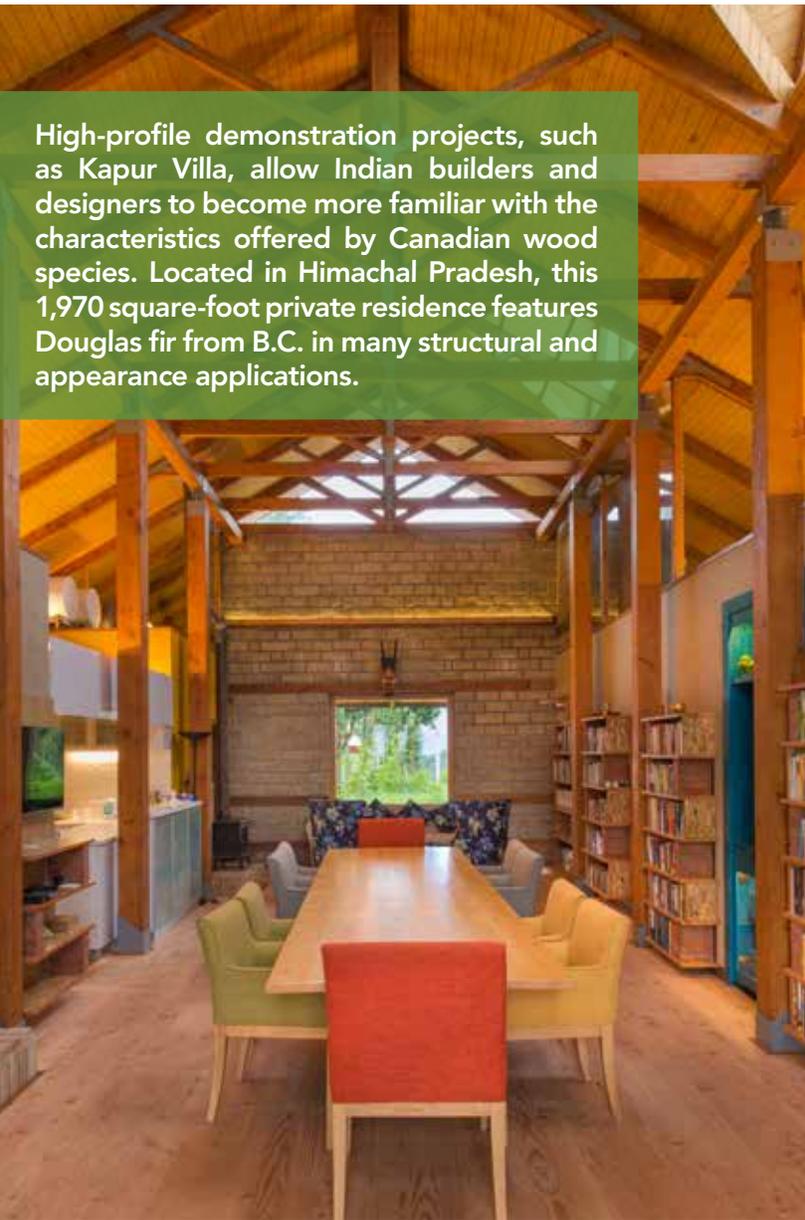
The objective of the market development program in India is to augment tropical and domestic hardwood species with Canadian species, focused mostly on applications for joinery, remanufacturing, furniture production and/or interior finishing while supporting opportunities for wood in construction.

A partnership of:



OVERVIEW

High-profile demonstration projects, such as Kapur Villa, allow Indian builders and designers to become more familiar with the characteristics offered by Canadian wood species. Located in Himachal Pradesh, this 1,970 square-foot private residence features Douglas fir from B.C. in many structural and appearance applications.



MARKET OVERVIEW

Research suggests a strong long-term growth potential in India, driven by a range of factors, including:

- positive demographic trends driving consumption
- a long-standing wood culture in India
- globalization driving demand for Western preferences
- a rapidly growing middle class (over 580 million people by 2025)
- strong consumption growth (India is expected to be the fifth-largest global consumer by 2025)
- a growing wood fibre deficit currently at 17 million m³
- widespread acceptance that as fibre supplies tighten and demand grows, new sources of softwood will be required
- increasing interest from Canadian forest companies to explore new trade relationships and develop market segments in India over the mid to long-term



MARKET DEVELOPMENT PROGRAM

The India office has developed a comprehensive approach focusing on target audience groups, including architects, interior designers, wood product manufacturers, real estate developers, timber merchants and wood importers. The India team is focused on the following market development activities:

Infrastructure and Operations

Provide hands on support for the Canadian industry through a skilled and knowledgeable team based in West, North and South India.

Research

Understand all aspects of the market and the relevant industries to better capitalize on the growing opportunities. Continue to refine opportunities for Canadian species and products, while also identifying and building a network of local partners and customers.

Education

Provide information, tools and training to importers, builders, developers, manufacturers, architects and designers through seminars and workshops to maximize use of wood in a variety of non-structural applications.

Engagement and Government Relations

Engage with government during ministerial visits that support efforts in India. Work with the BC Trade and Investment Representatives and the Canadian High Commission and Consulates to build strong networks and leverage relationships with the Indian Government.

Special Events

Support Canadian suppliers at a number of Indian trade shows and networking events, building awareness of Canadian wood species.

Promotion and Outreach

Create and distribute promotional materials including species factsheets and guides, and use the Canadian Wood website to build a “Canadian Wood” brand to inspire greater use of Canadian species.

Product Trials

Introduce Indian end users to Canadian species by providing small amounts of wood and on ground technical support, so they can reproduce existing products or new prototypes.

As Indian companies better understand the potential and value proposition of Canadian species, introduce them to suppliers and encourage long term commercial uptake.

Commercial Demonstration

Working with leading architects, interior designers and developers, identify high profile commercial projects where Canadian species can be introduced and showcased. Leverage these demonstration projects in educational and promotion activities to enhance interest in Canadian products and suppliers.

These efforts are leading to increased brand and species recognition, and are showing early signs of commercial uptake in the market.





VISIT THE DISPLAY CENTRE

The India team's exclusive audio-visual display centre is spread across a 1,600 square foot space in the heart of Mumbai's commercial district. The centre helps designers, contractors and procurement professionals understand the versatility of Canadian wood and new technologies in the wood business, as well as how to design and build innovative interiors and wooden structures using sustainable, certified wood products. The display centre showcases a wide range of products using Canadian species, produced in India by local manufacturers.



PROCUREMENT AND SUPPORT

FII India helps customers find a steady supply of Canadian wood species by connecting them to stockists and traders both in India and in Canada. The team also helps stockists and traders establish a long-term supply chain with lumber companies and suppliers in B.C. If you are an end-user, stockist, trader or importer and would like to procure Canadian wood, contact the India office.



CONTACT

For more information please contact:

Pranesh Chhibber
Country Director
pranesh.chhibber@bcfii.in

Peter Bradfield
Technical Advisor, Wood Products
peter.bradfield@bcfii.in

CORPORATE OFFICE

A - 1202, Naman Midtown,
Senapati Bapat Marg, Elphinstone (W),
Mumbai 400 013
Boardline: +91 22 49221600

Photos this page: top, Display centre at Mumbai office. centre, architect tool kit. bottom, Minister Carr meeting with Indian wood industry leaders.

Photos previous page: top left, Kapur Villa. bottom left, educational seminar for architects. bottom right, B.C. Industry participation at DelhiWood 2017