

Forestry Innovation Investment

FORESTRY INNOVATION INVESTMENT

YEAR IN REVIEW 2021/22

Prince George Fire Hall No. 1

The Prince George Fire Hall No. 1 is a state-of-the-art facility, built to post-disaster standards. Its hybrid wood, steel and concrete design uses nail-laminated timber for select walls and a feature-staircase. as well as laminated veneer lumber and plywood for its roof structure. The building accommodates five drivethrough truck bays, the latest in modern firefighting equipment, along with an emergency operations centre, dispatch and administrative offices.

To learn more about this project and the many other innovative wood buildings across B.C., visit naturallywood.com/projects.



Prince George Fire Hall No. 1 | Photos: Ed White Photographics





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BUILDING A STRONGER FOREST ECONOMY

B.C.'S FOREST RESOURCE



60% of B.C. is covered by forest



15% of B.C.'s land base

is protected (including reserves, parks and other protected areas)



1 billion trees were planted on Crown land from 2018 to 2021



B.C.'s forest management practices are among the most sustainable in the world

B.C.'S ECONOMY & COMMUNITIES

\$1.8

billion¹ in provincial

resource revenue was generated by B.C.'s forest sector in 2021/22

140

communities

are supported by B.C.'s forest sector

120

Indigenous

Nations and organizations are involved in the B.C. forest industry

Estimated February 2022 Sources: BC Stats 2022, PWC 2017, BC Ministry of Finance 2022, COFI 202

EXPORTING TO THE WORLD

B.C. FOREST PRODUCT EXPORTS



B.C. FOREST PRODUCT EXPORT MARKETS 2021



ADDING VALUE AT HOME

>50%

of Canada's contemporary mass timber buildings are in B.C.²

1st

Canadian cross-laminated timber and dowel-laminated timber factories were in B.C.

Invented in B.C.

parallel strand lumber is now used around the world



Message from the Minister

Right from the start our government has worked to make life better for people. And over the last two plus years, people in this province have faced enormous challenges.

Challenges of dealing with a global pandemic, to the challenges brought forth by climate change-related disasters, to the challenges presented by a further heightening of economic and geopolitical uncertainty due to Russia's illegal invasion of Ukraine.

These events have further emphasized the importance of building a resilient and diversified economy to make life better for the people of British Columbia.

Through these challenging times, our government has kept our focus on where it belongs—people.

To meet the challenges of these difficult times and chart a path forward, we built off our nation-leading economic recovery and launched the StrongerBC Economic Plan. This is a plan that will move our province forward by growing an economy that works for everyone by focusing on two big goals: inclusive growth and clean growth.

For our forest sector, this plan provides a wealth of opportunities—including fostering innovation, creating new manufacturing opportunities and adding value to our forest resources through key actions such as the release of the Mass Timber Action Plan (MTAP) and the development of a new Trade Diversification Strategy.

A key action of the plan, the MTAP builds off B.C.'s position as a world-leader in the production and use of mass timber to create new business opportunities in this space, train the mass timber workforce and profile mass timber to markets in Canada and around the world. As part of the MTAP, Forestry Innovation Investment (FII) and its partners are running the Mass Timber Demonstration Program to support a variety of mass timber building projects across B.C. while showcasing the province's global leadership in advancing innovative mass timber building systems.

With the foundation of the Economic Plan, our new Trade Diversification Strategy will increase opportunities to export B.C. products and services, including value-added wood products, and attract foreign investment by showcasing the environmental and social values that are core to B.C.'s competitive advantage. With the majority of B.C.'s forest products destined for export markets, increased diversification will help protect B.C.'s forest sector, communities and workforce from ups and downs in the global marketplace. As a first step under this strategy, FII recently opened a trade office in Vietnam to position B.C. as the preferred supplier of sustainable and certified softwood lumber products to Vietnam, the world's second-largest exporter of wooden furniture.

These are challenging times, but British Columbia is well positioned to be a leader in this changing global economic landscape. I look forward to fostering the relationships between FII and its many partners to strengthen our domestic forest industry, to create jobs and opportunities in the province, and to grow markets for our innovative and sustainable wood products and related building systems across North America and around the globe.

h

Honourable Ravi Kahlon Minister of Jobs, Economic Recovery and Innovation | Government of British Columbia



Message from the CEO

The past year saw British Columbia once again navigating the pandemic, climate change impacts and significant uncertainty in the global economy. For the forest sector, these events were compounded by logistical issues, supply chain bottlenecks and volatile pricing.

Despite these challenges, B.C.'s forest sector continued to support the Province's economic recovery and climate priorities. Forest product exports surged with strong

prices and sales for both lumber and value-added products into North America. At the same time, the global focus on mitigating the impacts of climate change brought a new level of attention to the role of wood products and wood building systems as cost-effective, low-carbon solutions.

Today's global realities drive home the importance of insulating the province from trade disruptions by maintaining a diversified portfolio of products and geographic markets. This 2021/22 Year in Review highlights the ways in which Forestry Innovation Investment (FII) is adapting to these shifting dynamics by working in close collaboration with industry associations, research institutions and the provincial and federal governments to advance wood innovation, create greater value from the forest resource and maintain and diversify global markets.

Across the year, activities here in B.C. focused on advancing the value-added and engineered wood products sector while establishing B.C. as a global showcase for low-carbon wood building solutions. This included working with government partners such as the Office of Mass Timber Implementation to help improve building performance, deliver the Mass Timber Demonstration Program and accelerate the adoption of mass timber building solutions.

In international markets, FII continued its work with industry and government partners to expand opportunities for B.C. forest products and building systems. Within existing markets (the United States, Japan, China and South Korea), programs focused on positioning wood as a low-carbon building solution to help meet climate goals, expanding wood use in multi-family and non-residential construction, as well as providing technical support and education for developers, builders and designers. In emerging, high-potential markets (India and Vietnam), efforts centred around building brand awareness of B.C. wood products within the country's respective Wood in Manufacturing sectors. This included opening a new trade office in Vietnam to position B.C. as a preferred supplier of certified softwood products within this exciting new market.

Across its operations, FII's objective is to ensure that the market development programs we support are innovative, effective and forward-looking. In all of our work, we are committed to considering the diverse needs of our staff and stakeholders, and to promoting and advancing accessibility, inclusion and equality.

We welcome your views and comments on any aspect of this report or our programs.

Michael Loseth President & CEO | Forestry Innovation Investment

Forestry Innovation Investment

Strengthening and diversifying markets for B.C. forest products

Forestry Innovation Investment (FII) is British Columbia's market development agency for forest products. As a Crown corporation, we help maintain, create and diversify markets for B.C. forest products to ensure the forest sector continues to be a key contributor to the provincial economy.

FII works in collaboration with the forest industry, research institutions, the federal government, B.C. government, Indigenous organizations and other stakeholders to deliver innovative, forward-looking programming that responds to today's market dynamics as well as tomorrow's challenges and opportunities. We do this by delivering and co-funding a mix of research and capacity building, as well as market development and promotional activities.

FII respectfully acknowledges that it is situated on the traditional territories of the x^wməθk^wəỷəm (Musqueam), Skwxwú7mesh (Squamish) and səli'liliyəta?t (Tsleil-Waututh) Nations.

FII Programs



Reforestation in Sayward Forest on Vancouver Island, B.C. | Photo: Brudder Production



Wood-frame construction house in Chennai, India | Photo: FII India



1 Lonsdale Avenue Commercial Building, North Vancouver, B.C. | Photo: KK Law

MARKET OUTREACH PROMOTING B.C. FORESTS AND PRODUCTS AROUND THE WORLD



The Market Outreach program expands opportunities for B.C. forest products by positioning wood as an environmentally friendly, preferred building material and by highlighting B.C. as a reliable supplier of quality products from sustainably managed forests. Through providing credible, fact-based information, FII ensures that audiences in B.C. and globally understand that using wood from B.C.'s sustainably managed forests can help to address climate change and advance low-carbon innovation.

MARKET INITIATIVES

DIVERSIFYING MARKETS IN ASIA AND NORTH AMERICA



The Market Initiatives program encourages the development of export markets and new market segments, particularly in fast-growing Asian economies. This helps to diversify the sector, reduce market risk and open new opportunities in higher-value segments of the forest economy. Market Initiatives also focuses on growing market segments in North America, such as the multi-family and mass timber/tall wood and value-added sectors.

WOOD FIRST BUILDING INNOVATION AND CAPACITY IN B.C.



The Wood First program collaborates with B.C.'s design and construction industries and government to advance wood construction technologies and expertise in B.C. FII then leverages this leadership to promote B.C. internationally as a leading source of technology, products and expertise for the use of wood in construction, interior design and daily living.

FII's Core Objectives



PROMOTING THE MERITS OF B.C. FOREST PRACTICES AND PRODUCTS

Position wood as a preferred building material and B.C. as a leading supplier of world-class environmentally responsible forest products.



EXPANDING GLOBAL MARKETS

Create and diversify global demand for B.C. forest products in new and emerging markets.



FOSTERING LEADERSHIP IN WOOD USE

Expand wood technologies and building systems, advancing B.C.'s leadership in wood innovation.



MAXIMIZING EFFECTIVENESS

Collaborate with industry and government to provide efficient and strategic support for B.C.'s forest sector.

Performance Management Framework

As a provincial Crown corporation, FII is dedicated to continuous improvement and to ensuring that its goals, programs and market strategies are in line with those of government and industry. FII's Performance Management Framework outlines the process FII uses to monitor and assess the performance of its projects and programs, as well as market development and corporate initiatives.

Drawing on over 17 years of experience and results, FII updated the Framework in 2020 and further aligned other key corporate documents such as the FII Strategic Plan, the FII Service Plan, as well as FII's program and market strategies.

Throughout this document, you'll see highlighted metrics drawn from the strategies of this Framework that indicate year over year measurement and showcase the growth and development of our programs and in our key markets.



To view FII's Performance Management Framework, Strategic Plan and other corporate documents, visit bcfii.ca/reports.

Partners in Market Development

Working together to deliver innovative programs in B.C. and around the world

\$1=\$3.50

Every dollar invested by FII is supported by an additional \$2.50 in funding from industry, Natural Resources Canada and other partners. This year, FII's \$6.92 million investment in cost-shared programming was leveraged with partner contributions to deliver a total market diversification program of \$24.20 million. FII works collaboratively with the federal government, B.C. government ministries and agencies, industry partners and other stakeholders to deliver programs that support the growth and development of the provincial forest sector.

Through coordinating efforts and drawing on resources and expertise from different segments of the industry and government, FII is able to maximize the effectiveness of its programs and distinguish B.C. as a leader in innovation and market development.



British Columbia

Promoting leadership and encouraging innovation

While the majority of B.C. forest products are exported around the world, advancement in wood products and building design are generating new demand for wood products at home. Over the past year, FII has continued to work with partners in industry, government and the research community to ensure early adoption of new products and approaches to building with wood, including taller buildings, mass timber and mass timber hybrid structures and engineered wood products. Through these efforts, FII and its programs are supporting regulatory change, stimulating job creation in the sector and showcasing B.C.'s wood technology and building expertise to markets across North America and around the world.



Supporting the story of B.C.'s forests and wood products

Growing B.C. forest and wood champions

Since April 2021, naturally:wood has grown its follower base by 18 percent to approximately 8,500 contacts (YouTube, Facebook, LinkedIn, email).

naturally:wood followers:

- B.C. building design professionals (architects, engineers, designers)
- B.C. builders, developers, owners
- B.C./Canadian government: municipal, provincial, federal •
- B.C. manufacturers and FII funding recipients who communicate to international audiences



naturally:wood newsletter

Sign up for the naturally:wood newsletter: info.naturallywood.com/stay-connected



Architecting resilience

How incorporating timber into buildings supports BC communities in the face of natural disasters





post-disaster hubs

Amplifying content across digital channels

During the year, FII developed a wide range of blog content on topics such as incorporating mass timber into post-disaster buildings, wood and the circular economy, wood pellets and how B.C. is adapting forest regeneration practices.

Targeted towards professionals in the B.C. construction ecosystem who communicate to domestic and international audiences, this content is amplified by FII via multiple marketing channels including e-newsletters, contributed articles in trade publications and social posts.

naturallywood.com has seen a 143 percent increase in website visits during the year, with material on mass timber, species and projects attracting the most views. 92% of U.S. and overseas customers agree that choosing wood products from B.C. is good for the environment

Results are from the biennial International Market Acceptance Survey conducted in 2021 by FII, and supported by the Canadian Council of Forest Ministers and the Forest Products Association of Canada.



Douglas-fir beams, roof, decking and windows in private residence on Denman Island, B.C. | Photo: Peter Powles

B.C. Wood Supplier Directory generates customerindustry engagement

naturally:wood helps connect buyers with over 400 B.C. suppliers of high-quality, sustainable wood products including dimension lumber, mass timber and engineered wood products, as well as furniture, doors, windows panels, pulp, paper and pellets.

Across 2021/22, the B.C. Wood Supplier Directory generated 30,378 engagements with B.C. forest product manufacturers and distributors (searches + company website, email and telephone clicks).

B.C. Wood Supplier Directory forest product manufacturers and distributors

| 216 interior & specialty (includes doors, furniture, shelving, paneling) | 67 mass timber & engineered wood | 111 exterior product (includes decking, roofing, siding) |
|--|---|--|
| 128 Iumber | 12 pulp & paper | 9 pellets |

Climate, carbon, wood & environmental choices

UBC Embodied Carbon Pilot

Over the past several years—with funding support from FII's Wood First program—UBC's Centre for Interactive Research on Sustainability has been working to advance understanding of the environmental impacts of materials throughout a building's full life cycle—from resource extraction, production, installation and use, through to end-of-life reuse or disposal. Leveraging UBC's Campus as a Living Lab initiative, nine different studies on embodied emissions were conducted across three UBC buildings. Findings highlight the key factors that influence the accuracy of life cycle assessments (LCAs), and support recommendations to ensure LCAs provide standardized information on embodied emissions for future benchmarking. The studies progress throughout the life cycle of the buildings and results of this work will be used to collaborate with the building sector and policy-makers on ways to further reduce emissions and address climate change.

Reports that have come out of this project include:

- UBC Embodied Carbon Pilot Study of Whole Building Life Cycle
 Assessment Processes
- UBC Embodied Carbon Pilot: Bill of Materials Generation Methodology
- Policy Review of Carbon-Focused Life Cycle Assessment in Green Building Design and Performance at The University of British Columbia
- UBC Embodied Carbon Pilot: Summary Report

Across the year, FII amplified the latest information on wood and embodied carbon. This resulted in 18,500 views/listens of embodied carbon materials including:

naturallywood.com

Blog: Coming Full Circle, Wood and the Circular Economy Learning Centre resources: i.e. UBC Embodied Carbon Pilot: Bill of Materials Generation Methodology

Articles

ArchDaily: Why Should Architects Care About Embodied Carbon and LCA? Journal of Commerce & Construction Business: There is Life After Demolition: Mass Timber, Circularity and Designing for Deconstruction

Podcasts

Business in Vancouver: *The Circular Economy in Forestry and Construction*

Embodied Carbon: A Primer for Buildings in Canada

To assist the construction industry in reducing embodied carbon in the built environment, the Canadian Green Building Council—with funding support from FII's Wood First program—produced a white paper, *Embodied Carbon: A Primer for Buildings in Canada*. The report focuses on buildings and low-carbon materials including wood and mass timber, highlighting the importance of addressing embodied carbon, as it can represent over 90 percent of emissions in high-performance buildings (vs. operational carbon). Within the first week of its release, there were over 750 report views.



Building community and capacity

Fostering careers in the wood sector

With advancements in wood-based products and building systems comes the need to develop the skills, ability and confidence to choose wood-based products over alternative materials. Training for current and future skill sets is vital if B.C. is to improve the capacity and effectiveness of its wood-related design and built infrastructure.

Indigenous Skills Initiative

In 2021/22, FII's Wood First program funded the Construction Foundation of BC (CFBC) to expand its *K-12 Indigenous Skills Initiative* which encourages Indigenous youth to pursue careers in the wood sector. Starting with woodworking traditions drawn from coastal B.C., the program has created a pool of resources that allow educators to connect woodworking techniques with community practices rooted in history, language and culture. In 2021/22, fifteen unique wood discovery projects were added, each featuring a different regional woodworking application using traditional skills shared by community Elders. Among the resources developed for the initiative are the book, *Indigenous Skills: An Exploration of Northwest Coast Carving and Tradition*, the *IndigenousSkills.ca* website and a series of instructional videos.

Under the theme of inter-Nation sharing, projects are now being expanded to communities across B.C., enabling schools to create projects that reflect their own unique territory and traditions.

The training provided to educators under the Indigenous Skills Initiative will give thousands of young people in the province a chance to work with wood and explore the relationship between personal identity and the forest.

Indigenous Skills Workshop

446 young people ranging from five years old to young adults participated in Indigenous Skills workshops run by the CFBC in 2021/22. Career exploration and a connection to living and working with forests were themes woven into the workshop presentations, often in the context of a community's relationship to the forest.

These workshops supported the expansion of culturally rooted education opportunities for Indigenous youth attending public schools and created space for celebrating Indigenous knowledge and practice with all students in the public system.





Students at a First Nations school on Vancouver Island paint their designs on paddle pendants that they've shaped by hand (top); Drum Making Workshops in Tsawout territories (bottom) | Photos: CFBC



Photo: Daizen Joinery

WoodTALKS™ expands as interest grows

The WoodTALKS[™] program drew unprecedented interest in 2021/22 with

2,971

professional building and design specifiers educated on the use of wood products for structural and finishing applications. BC Wood's WoodTALKS[™] initiative—an accredited live webinar series—features a broad suite of educational programming designed to educate, inform and inspire participants on the use of wood in design and construction. During the year, the program was revamped to enable B.C. value-added wood manufacturers to host and deliver webinars directly to the specifier community including architects, designers, engineers, developers, builders, and contractors in B.C., Canada, and the U.S. Through hosting a WoodTALKS[™] educational webinar, value-added manufacturers can present their company, products and expertise; position themselves as trusted industry leaders; and build their client base.

BC Wood also hosted six, one-hour WoodTALKS[™] education sessions during the 18th Annual Global Buyer's Mission (GBM) held virtually in September 2021, with presentations tooled to meet the interests of the 545 registered participants.

As regular face-to-face business resumes, participants in the program will have the opportunity to deliver sessions in either in-person or hybrid learning formats.

Facilitating creativity and innovation across the valueadded sector

The Wood Innovation Group (TWIG) is a network and community of wood-related professionals focused on facilitating creative projects and product development using local resources. A relaunch of the Outside the Box meetup group, TWIG is now leveraging an expanded online presence to incubate and accelerate ideas to help position B.C. as a world leader in sustainable and innovative wood-based products and building systems.

TWIG hosts monthly online and in-person events where participants discuss ideas, share information and find solutions aimed at helping inspire and reinvigorate the value-added wood industry in B.C. Over the past decade, these meetup events have sparked a host of new ideas, products, partnerships and businesses.

With funding support provided through FII's Wood First program, TWIG hosted monthly meetings in 2021/22 with special guests presenting on a range of wood-based topics, including:

- Wood Anatomy and Properties Design Considerations
- Design for Manufacturing
- Waste and Reclamation
- BioMaterials
- The People Side (marketing, B2B relationships)
- UBC CAWP Product Development Tour
- Clark Block Tour (Space, Rangate, etc.)
- Product Development Journey
- Wood Structures
- Crafted Industries

A repository of presentations and projects is available on TWIG's new website at twigbc.ca.





Seed Night Friday at Fast + Epp | Photo: Patrick Christie

Mass timber innovation and leadership



The Monad Granville Building, a mixed-use rental development in Vancouver, B.C. | Photo: courtesy Intelligent City and LWPAC Architectural Collabor

Architectural Collaborative Inc.

Mass Timber Demonstration Program

B.C.'s Mass Timber Demonstration Program (MTDP) is accelerating wood innovation in B.C. by providing early adopters with support for incremental innovation costs associated with the design and construction of mass timber and mass timber hybrid building systems.

Since 2020, FII has been working closely with the Office of Mass Timber Implementation (OMTI) to run the program—so far, 12 building projects are underway, with funding totaling \$4,803,500.¹ Projects are scattered across the province and include multi-family residential, institutional, commercial and industrial buildings. Lessons learned from the demonstration projects are being shared with municipalities, developers, building and design professionals and academics through a variety of formats and channels to catalyze innovation and inform further research, best practices and skills training.

Maximizing the use of mass timber will support a more diverse and resilient forest sector, advance low-carbon building commitments and secure the province's leadership in advanced wood product and system technologies and services.

¹ As of July 2022.

United States

Diversifying opportunites in B.C.'s largest market

The United States is the world's largest consumer of softwood lumber and the biggest market for structural wood products. While single-family home construction has been strong, longer-term demographic trends and economic pressures are creating new opportunities for wood use in multi-family/multistorey residential and non-residential construction. Technological innovation and the demand for more sustainable building solutions have led to a wave of building code changes that are allowing for the construction of taller and larger wood buildings as well as greater use of engineered wood and mass timber products and building systems. The result is increased demand for B.C.'s structural lumber and mass timber products and new opportunities for the province's value-added manufacturers to supply the outdoor, shake and shingles and repair and remodelling markets.

Through its recipient funding programs, FII is working with partners to provide promotion, technical support and education to the U.S. construction and design community with the goal of expanding wood use in these segments.



2022 Regional Excellence Wood Design Award Winner, The Soto, Lake | Flato Architects (Design Architect), BOKA Powell (AOR) | Photo: Erika Brown Edwards

Construction

Meeting the need—building larger and taller with wood

In 2021/22, WoodWorks directly influenced and converted 456 projects that went to construction and indirectly influenced an additional 1,732 projects an increase of 12 percent over 2020/21. Together, these projects represent 90.5 million square feet of wood construction and 1,278 million board feet. The total value of wood influenced, including direct and indirect project support, was \$1.22 billion. Approximately two-thirds of the projects reported this year were multi-family. Despite a short-lived COVID-period desire for more remote living in detached housing, the longer-term trend toward densification has returned. One significant impact of this trend is the increasing demand for multi-family buildings—including larger and taller structures—outside of downtown urban cores. Although wood has become the material of choice for multi-family construction up to six storeys in B.C., designers in many U.S. jurisdictions are still unaware of what is now possible with lumber and mass timber in 4-6+ storey buildings. This knowledge gap underscores the need for WoodWorks' continued education and outreach across the U.S. to help people understand where wood is allowed by code, the benefits of wood construction, and to assist with the design and constructability requirements of taller and larger wood projects using mass timber and hybrid building systems.

The move toward larger light-frame buildings is one of the most notable trends coming out of WoodWorks' project portfolio in 2021. For example, in Q2 2021, WoodWorks added 15 new four- and five-storey light-frame projects larger than 300,000 square feet—nearly double its historical average of eight, and the highest number recorded in a single quarter so far. These figures point to an exciting nationwide trend of developers and design teams turning to WoodWorks for help in increasing their expertise with large light-frame projects.



INTRO, Cleveland, Harbor Bay Real Estate Advisors

Innovative mass timber products and building technologies are taking wood beyond traditional building types and opening markets previously out of reach for wood solutions. Changes in the 2021 International Building Code (IBC) have enabled the construction of wood buildings up to 18 storeys, opening a potential new market of over 100 million square feet. This makes mass timber construction the largest growth opportunity for the use of softwood lumber in the U.S.

Several tall mass timber projects currently under construction or nearing completion are being supported and tracked by WoodWorks. Among these are:

- INTRO, a unique nine-storey, 512,000 square foot residential building in Cleveland that will showcase an exposed CLT floor panel system designed by Fast + Epp of Vancouver;
- 80M in Washington D.C., a signature renovation project featuring three new floors of mass timber construction over an existing seven-storey building;
- Ascent in Milwaukee, a 25-storey apartment tower that includes 19 storeys of CLT and glulam over a six-storey concrete podium and, at 284 feet, will be the largest mass timber structure in the world; and
- Lennox, a seven-storey mass timber Passive House project in Boston.

Together, this brings the total number of tall mass timber projects in design or under construction that WoodWorks is supporting to 154, which is almost all of the tall U.S. mass timber projects underway.

As design teams have become more comfortable with mass timber and larger wood buildings, the average area of mass timber projects supported by WoodWorks has nearly doubled over the past five years, resulting in a higher average volume of wood products consumed per project.

Mass timber grows up



Ascent, New Land Enterprises, Korb + Associates Architects



80M, Washington, DC | Photos: Hickok Cole



Download a copy of the Manual at: woodworks.org/resources/u-s-mass-timberconstruction-manual/

Mass timber construction manual bridges the gap

WoodWorks' U.S. Mass Timber Construction Manual was developed to support general contractors and installers in increasing their knowledge and capacity to undertake mass timber building construction. The manual fills an important information gap and addresses a recurring issue in the market: while developers and architects have long been keen to pursue the potential of mass timber materials, a lack of experienced general contractors and installers has proven a market barrier.

The manual supports both aspects of WoodWorks' Construction Management Program—management-level training for professionals who estimate, procure and manage new commercial and multi-family projects, and installer training provided through partnerships with carpenter unions and merit-based training centres. WoodWorks also partners with universities to provide hands-on mass timber experience and resources to the next generation of GC project managers. The *U.S. Mass Timber Construction Manual* is proving a seminal resource across all of these training elements.

Outdoor living

Social media boosts Real Cedar

With YouTube now the second-largest search engine after Google, DIY hosts on the platform have become important influencers offering an expansive social media presence to reach engaged customers.

The Western Red Cedar Lumber Association (WRCLA) has worked with several of these influencers to expand knowledge and awareness of western red cedar applications; most recently with Texas-based designer and builder, April Wilkerson. In 2021/22, the association developed four DIY projects with the host, the most recent of which, How to Build a Modern Outdoor Sofa, received over 100,000 views in its first month alone.

Real Cedar's online impact:

- YouTube: 213,753,329 views and 1.46 million subscribers
- Instagram: 271,000+ followers
- Pinterest: 2.7 million+ monthly views
- Facebook: 224,621 followers, 99,321 likes



Photo: Courtesy of April Wilkerson

An Overview of North American Forestry and Implications for Wood Product Selection





REALCED

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CEU yields 1,000+ enrollments in first month

Launched December 2021, the WRCLA's most recent Real Cedar Continuing Education Unit (CEU), An Overview of North American Forestry and Implications for Wood Product Selection, received 1,194 enrollees in one month. The course, which is run through the learning center for the American Institute of Architects, covers the tenets of sustainable forest management, the economic and environmental benefits of sustainable wood products and the importance of softwood species like western red cedar to the building industry.

Interest in the recent CEU offering underscores the importance of sustainability in the Real Cedar messaging strategy.

To date, almost 30,000 architects have participated in Real Cedar courses.

Value-added



BC Wood training builds capacity

BC Wood's Export Readiness Training Program (ERTP) is a live, interactive webinar-based program focused on growing the exporting and international sales capabilities of B.C. wood product companies. Delivered in nine modules, the ERTP covers topics such as export readiness, researching markets, international finance, building an export plan and finding the right partners. With over 95 percent of B.C.'s value-added exports going south of the border, the program is a crucial component of BC Wood's strategy to help B.C. value-added manufacturers enter the U.S. market.

An important feature of the ERTP webinars/workshops delivered during the past year were industry guest speakers who provided real-life, sector-specific examples and insights on the topics covered. A number of specialist consultants were also engaged to assist in the delivery of the training modules. Incorporating industry expertise into the program continues to ensure that the webinar and workshop content provides maximum value to participants.

What participants said

felt the training would help grow their export sales in the next 12 months

100% rated the value of the ERTP as excellent or very good 100% rated the mentoring and coaching as excellent and highly valued

China

Advancing green building techniques

China is B.C.'s largest market for wood products outside North America and a leading consumer of wood products globally. With its large economy, strong demand for housing and extensive manufacturing sector, China continues to be a market development priority for the B.C. forest sector.

Despite turbulent conditions for wood products in China across the year caused by volatile lumber markets, diplomatic tensions and competitive pressures—FII and Canada Wood continued to expand opportunities for B.C. forest products in the market. Efforts across 2021/22 focused on leveraging Chinese government policies emphasizing low-carbon, energy-efficient and industrialized (prefabricated) construction with new policies on urbanization that are opening opportunities for the use of wood in the sustainable development of smaller and mid-sized cities. Demand for wood is growing in areas such as non-residential projects that can use mass timber for taller wood buildings with broader spans, as well as in Wood in Manufacturing (WIM) for the use of wood in furniture applications. Together, these policies are laying a foundation for an acceleration in wood use, as well as creating opportunities to position wood and wood-based building systems from B.C. and Canada as a preferred, low-carbon solution in both construction and manufacturing.

Main Pavilion of the 10th Jiangsu Horticultural Exposition, Yangzhou, Jiangsu province | Photo: Crown Homes

Green building and industrialized construction

New policies promote green building materials, prefabrication and the role of wood in construction

To expand opportunities for B.C. wood products and building solutions in China, FII and Canada Wood are leveraging new government construction initiatives focused on carbon emissions, energy efficiency and green construction. This includes demonstration projects that showcase Canadian expertise in low-carbon and net-zero building practices, training on technical areas such as managing the building envelope for wood projects and best practices for energy efficiency, as well as high-level roundtables with government departments for exchanges on low-carbon development practices from a policy perspective.

China's 14th Five Year Plan, released in 2021, commits the country to achieving a carbon emission peak by 2030 and carbon neutrality by 2060, alongside aggressive goals for rural revitalization, urbanization and green development.

Wood-frame construction (WFC) and wood building technologies, with their inherent carbon advantages, are in a strong position to help China achieve its green and lowcarbon development goals. And while there is still more to do to broaden the message on the carbon benefits of building with wood, there is growing interest among Chinese officials and industry representatives to learn about the environmental benefits of wood construction.

In response to China's 14th Five Year Plan, the Chinese Ministry of Housing and Urban-Rural Development (MOHURD), together with 14 other government departments, released the formal Guideline on Strengthening Green and Low-carbon Construction in Counties. The document puts forward clear requirements for green buildings and energy efficiency and promotes the application of green building materials and other advanced construction methods. Following this guideline, the government has associated low carbon with low density development. In the future, the dominant type of buildings in rural counties will be six storeys and below. In China, a county represents a jurisdiction with a population of 100,000 to two million people. With 1,494 counties across China accounting for nearly 30 percent of China's total population and more than 20 percent of China's GDP, significant opportunity exists to expand wood use within these settings and increase the overall adoption of wood construction in China.

Building on collaborations with MOHURD such as the Sino-Canadian Eco-City development in Tianjin, FII and Canada Wood host forums, conferences and seminars to discuss the application of wood building solutions for both urban and rural settings. Demonstration projects are also undertaken to exemplify the ways in which wood projects can help local authorities meet their green building policy targets.



The First Annual Summit on Modern Wood-Frame Construction | Photos: Canada Wood China

More than 40 senior leaders from government, academia and industry in China gathered in Beijing to discuss trends and opportunities in WFC at the First Annual Summit on Modern Wood-Frame Construction, jointly organized by FII China and the China Real Estate Association (CREA). The event-organized as an outcome of the MOU signed between FII, Canada Wood and CREA in 2020-provided a venue for senior officials from MOHURD and the National Forest and Grasslands Administration (NFGA), along with professors from the Beijing Forestry University and a senior fellow from the National Academy of Engineering, as well as executives from major development companies to exchange views on the future of WFC in China. Discussions covered the benefits of wood as an energy-saving and environmentally friendly construction material and opportunities for wood construction in China as they relate to addressing global climate issues and China's carbon neutrality pledge. Among key conclusions of the

Summit were that China is well positioned to develop WFC in the future and that sustainable wood use can help China achieve its environmental protection and carbon reduction objectives. This event represented the first occasion to bring together so many leaders from across separate departments in government and the construction industry for a focused discussion on WFC. The participants felt the program was successful and expressed interest in holding the summit annually as a high-level invitation-only event to further expand knowledge and uptake of WFC across China, as well as agreeing to support a joint forum as a public event to promote WFC at the 17th International Conference on Green and Energy-Efficient Building. The annual summit will serve as an important mechanism for ongoing collaborations between FII, CREA and other local stakeholders to pool resources for joint activities to advance wood construction in China.





Haikou Citizen & Visitor Centre, Haikou city, Hainan province. Designed as a multi-function center with an urban planning exhibition hall, municipal affairs service centre and visitor centre the project has a total construction area of 29,800 m². | Photo: Crown Homes

Main pavilion of the 10th Jiangsu Horticultural Exposition, Yangzhou, Jiangsu province. The pavilion measures 13,750 m^2 with wood elements accounting for 4,750 m^2 of the total space. | Photo: Crown Homes

Wood projects win green building endorsement

Two wood projects were among 16 winners of China's National Green Building Innovation Prize which recognizes outstanding projects that contribute to China's green building development. The two wood winners are the main pavilion of the 10th Jiangsu Horticultural Exposition in Yangzhou city, Jiangsu province; and the Haikou Citizen & Visitor Centre located in Haikou city, Hainan province.

Green building development is a significant priority for the Chinese government and the National Green Building Innovation Prize was created to incentivize innovation in the areas of energy efficiency, environmental protection, waste reduction and sustainable practices in the construction industry—areas where sustainable wood products and building designs offer a significant advantage.

17th International Green Building and Energy Efficiency Conference

PARTNERS

With approximately half of China's total annual carbon emissions coming from the construction sector, the International Green Building and Energy Efficiency Conference serves as an important platform for the advancement of China's green building targets. The theme of the 17th annual conference, held in May 2021, was, "building carbon neutrality and a new green production system".

Michael Loseth, President and CEO of FII, delivered a video presentation on behalf of the Canadian forest industry to some 3,600 participants at the main forum. The presentation—a first for FII at the annual conference—focused on the benefits of wood construction in reducing carbon emissions. Having the topic of wood construction featured in the main forum was significant, as it is led by government officials from major departments and reflects the industry's expanding recognition of wood's role in construction.





The International Green Building and Energy Efficiency Conference | Photos: Canada Wood China

Regional summits focus on low-carbon development

To further promote the benefits of wood construction in low-carbon development, FII undertook a substantial outreach program within three priority provinces across 2021 with support from Canada Wood China and the Consulate General of Canada in Shanghai. The culmination of these efforts was the delivery of three regional summits held in the provinces of Zhejiang (September 27-29), Jiangsu (October 13-15) and Hubei (November 16-18).

The summits provided a platform for high-level exchanges on themes relevant to government planning, policy innovation, technical research and low-carbon development case studies. The exchanges, in turn, fostered discussions among senior provincial government representatives on prospects for bilateral cooperation in areas such as carbon neutrality, advanced construction and green development, all of which factor directly in the future development of the market for environmentally sustainable wood construction in China.

While national regulations and plans for issues such as carbon neutrality and green building are set by ministries and central government authorities in Beijing, the responsibility for determining how these directions will be implemented rests at the provincial level, making these three summits key to advancing B.C.'s messaging on wood products and the environment.



Professor Cheng Xiaowu of Nanjing Tech University introducing the wooden pavilion building design of Jiangsu Horticultural Expo (top); FII's President & CEO, Michael Loseth, delivering a virtual presentation at The Jiangsu-Canada Green and Low-carbon Development Summit (bottorn) | Photos: Canada Wood China

108 media reports were generated from three events

Culture, tourism, wellness & elderly care



Eric Wong, Managing Director of Canada Wood China and Zhang Tao, President of the Shenzhen General Institute of Architectural Design and Research sign MOU agreement at the 2021 Prefab Wood Structure Forum in Guangzhou, | Photos: Canada Wood China

Prefab solutions focus on culture, tourism, wellness and elderly care

Promoting the advantages of wood products and wood-based construction in China's culture, tourism, wellness and elderly care (CTWE) sector is a strategic priority for the market development program in China. While the majority of homes in North America use light-wood-frame construction, in China there are urban density requirements in cities where most residential units are around 20 storeys or higher and are built using concrete. Nonresidential properties have a greater number of potential projects that can be one to six storeys tall, particularly those designed for social services such as museums, art centres, tourism centres, as well as facilities designed for the delivery of wellness and elderly care. These projects are publicly funded, so there is interest from the government departments responsible for their design and construction to demonstrate their adherence to national green building policies. This segment represents a large-scale opportunity given the number of cities and counties across China that are building new projects for these industries. As publicly funded projects continue to demonstrate the possibilities for wood construction in this space, more interest is growing from private industry developers looking to invest into similar areas for commercial projects.

CTWE project conversions in 2021/22 **24**

Total size 72,949 m²

Estimated volume of Canadian wood products used 13,131 m³

In 2021, the Prefabricated Wood Structure Forum was organized by Canada Wood China as a platform to showcase opportunities for wood prefab solutions in CTWE applications. The event attracted more than 170 in-person attendees representing government associations, industry organizations, real estate developers, architects, designers and academics. Presentations were broadcast online using Canada Wood's Online Classroom, reaching an additional 1,437 participants and resulting in 289 new registered users for the online platform.

Sino-Canadian Wood Forum reaches millions

The seventh annual Sino-Canadian Wood Forum took place on January 18, 2022. Focused on the role of wood industries in revitalizing China, event topics included rural development, innovation in cultural and tourism industries, carbon neutrality, the green development of construction industries and the promotion of wood building applications for rural revitalization. Rural areas account for close to 40 percent of China's total population which represents 15 times the population of Canada.

While COVID restrictions limited in-person participation at this year's event, the Forum was broadcasted online through multiple media platforms providing FII and Canada Wood the opportunity to deliver wood messaging to an audience of more than 2.5 million industry professionals, academics and government officials, vastly expanding the impact and influence of the event.



Jean-Christian Brillant, Minister (Commercial) at Canadian Embassy in China and Don Kayne, CEO of Canfor, speaking at the seventh annual Sino-Canadian Wood Forum | Photos: Canada Wood China

Journal promotes wood construction as climate solution In partnership with Canada Wood China, the Journal of Construction Technology and Science—a key academic journal of China's Ministry of Housing and Urban-Rural Development (MOHURD)—published an article examining the role that modern wood structures can play in green building through lower carbon emissions, energysavings and prefabrication. The authors concluded that modern wood construction should be seen as a new opportunity with the potential to play an important role in the government's push for the industrialization (prefabrication) of building construction. The Journal of Construction Technology and Science is featured in the National Library, with articles that cover industry research, practical applications, component technologies, and international information. With issues downloaded more than 1.8 million times and more than 36,000 citations referencing the journal, having an article on wood construction published in this journal serves as an important awareness piece, advancing knowledge around the potential for wood construction to play a significant role in achieving China's green building and climate goals.



The Ten Thousand Mu¹ Pear Garden Tourism Center, located in Yangxin county of Shandong province, is a flagship project for the Jinyang Ten Thousand Mu Pear Garden scenic area. This building was the result of an MOU that Canada Wood China signed with the People's Government of Yangxin County, Shandong province in August 2020. As one of the projects under the framework of the agreement, Yangxin Pear Tourist Center was funded by Natural Resources Canada (NRCan) and built with Canadian lumber and engineered wood products to showcase the possibilities for green and low-carbon modern wood-frame construction. It will be open to the public as a Sino-Canadian demonstration project that highlights the potential applications of wood construction for rural revitalization programs in China.



Shandong Yangxin Demostration Project | Photos: Canada Wood China

¹ Mu is a Chinese unit of land measurement that varies with location but is commonly 666.5 square metres. Ten Thousand Mu is not an exact measurement, but a part of the project name.

Wood in Manufacturing

Top designers talk wood

Canada Wood China brought together a group of leading furniture designers at its Shanghai office in November to learn about the history of wood use and wood innovation in Canada, the country's sustainable forest practices, and the superior performance and value of Canadian wood particularly hemlock—in furniture production.

This event signified a step forward in Canada Wood's engagement with China's design community. By profiling the opportunity to combine sustainable wood materials with designers' diversified concepts, events such as this are creating greater awareness of, and interest in, using Canada's climate-friendly and sustainably managed wood species in the manufacturing sector. Total incremental volume of wood sold¹

33,217 m³

^{2021/22} incremental volume **11,299 m³**

2021/22 incremental value \$4,204,052

¹ Since the inception of the WIM program in China (2019)

CANADA WOOD CHINA 2021/22 BUSINESS DEVELOPMENT ACTIVITIES-SUMMARY RESULTS¹



Summary results for Business Development activities only. Results do not include Canada Wood China's market access program (e.g., addressing regulatory barriers to Canadian wood products/systems through codes and standards) and other related efforts that provide a foundation for the market development program in China.

² Conversions directly or indirectly influenced through technical support provided by Canada Wood. Conversions include non-wood projects converted to wood; and projects using non-Canadian wood converted to Canadian wood.

Japan

Broadening market development activities

As B.C.'s second-largest market outside North America, Japan is an important and high-value customer for the province's primary and value-added wood manufacturers.

Residential construction has long been the mainstay for B.C. wood products in Japan; however, changing demographics—in particular, a rapidly aging population—has meant downward pressure on single-family housing starts. In the face of this challenge, FII and its partners at Canada Wood are working to maintain and grow market share by pursuing a long-term strategy to diversify beyond housing. Building on recent government policies that encourage greater wood use in Japan, the strategy addresses new opportunities for wood and wood building systems in hybrid, multi-family/multi-storey and nonresidential construction.

At the same time, efforts continue to help B.C.'s value-added exporters pursue niche markets in resort, non-residential and the reform/renovation sectors, and to ensure that the B.C. biomass sector remains a leading supplier of wood pellets to Japan.



NLT demonstration project job site at Tokyo University of the Arts | Photo: Canada Wood Japan

Single- and multi-family residential (mid-rise)



Social media promotional materials & 2×4 campaign website | Photo: Canada Wood Japan

2x4 campaign reaches new heights

The COVID-19 pandemic has kept many potential new home buyers from visiting display homes. As an alternative, purchasers in Japan are going online to research home buying options.

The Council of Forest Industries' (COFI's) 2x4 campaign, now in its sixth year, capitalized on this trend by using digital communications to encourage prospective home buyers to learn about the benefits of living in a 2x4 home and to consider homes built with B.C. lumber. The online campaign, which was promoted and amplified by 2x4 housing companies, designers and builders across Japan, ran from May to August 2021 and reached a total audience of 29,000 people. Over 6,000 buyers responded over the three months of the campaign.

Increasing the number of prospective home buyers that understand the benefits of 2x4 housing is essential to growing the market for wood-frame construction in Japan.

Non-residential/institutional



Hospice Kyoto Kitayama House | Photo: Mitsubishi Estate Housing Components Co., Ltd.

Family Hospice Kyoto Kitayama House uses Canadian wood

Work done by Canada Wood Japan to expand wood use in the medical, elderly care and social welfare segment continues to show progress with both the number of wood buildings and height of these structures increasing.

The latest example is Family Hospice Kyoto Kitayama House, a 37 unit, four-storey 2x4 fire-resistant building with a total floor area of 1,767 m² and a height of 14.8 m. Approximately 320 m³ of structural wood products was utilized, including S-P-F dimension lumber, Canadian OSB along with domestic and engineered wood products.

Since Canada Wood first connected with Kairos & Company—the owner of the hospice—eight years ago, the company has opened more than a dozen hospices across Japan, all constructed with wood. Kyoto Kitayama House is the second four-storey wood-frame construction hospice the company has built in just the past year. With a number of additional wood-frame hospices in the planning stage, the company and the market segment are on the rise.

Expanding opportunities for S-P-F lumber beyond traditional markets

Government codes and policies; technological innovation in wood products and building design; the housing industry's need to diversify in the face of changing demographics; and the construction industry's growing interest in green building are combining to create exciting new opportunities for wood in Japan's non-residential construction segment.

One such example is ARCHIVISION21's new 6,564 m² state-of-the-art prefabricated modular factory recently completed in Chitose, Hokkaido. The company chose to build with prefabricated nail plate trusses—1,758 in total—manufactured off-site with Canadian S-P-F dimension lumber. The reason: construction precision and speed. Because, when designing and constructing three post-and-beam structures that are each 131 m long and 16 m wide, it's a big job and things need to be completed on time and efficiently.

The ARCHVISION21 project is another outcome of the collaboration between the Japan Wood Truss Council (JWTC) and COFI Japan which aims to expand nail plate truss and S-P-F lumber use beyond traditional markets and into the post-and-beam non-residential sectors.



ARCHIVISION21 Prefab Factory (Photo: ARCHIVISION21 Co., Ltd.







NLT demonstration project job site at Tokyo University of the Arts (top) | Maeda Corporation Co., Ltd. factory where NLT panels were manufactured (middle and bottom) | Photos: Canada Wood Japan

In October 2021, construction began on the newest Canada Wood demonstration initiative, the Tokyo University of the Arts International Exchange Centre, Japan's first large-scale nail-laminated timber (NLT) project.

The ground-breaking five-storey midrise building incorporates an innovative hybrid design that combines elements of steel with wood construction. Built by Maeda Corporation Co., Ltd., the structure will feature extensive use of NLT floor panels encapsulated in steel-frame assemblies on the third, fourth and fifth floors, with the panels using approximately 85 m³ of 2x6 Canadian S-P-F.

The project, the result of three years of intensive Canada Wood technical development work, represents the first large-scale commercial application of NLT floor assemblies in the Japanese market. The building will serve as a case study to demonstrate that NLT is a cost-effective and practical design solution that can compete in the Japanese mass timber market, a segment that is forecast to reach an annual volume of 500,000 m³ by mid-decade.

Construction on the International Exchange Centre is expected to complete in October 2022.

A recent report by Canada Wood Japan found that 25 percent to 30 percent of total non-residential floor area in Japan could be built with wood. Increasing lumber use to this range from the current 10 percent market share would yield a net gain of 1.04 to 1.38 million m³ in annual structural wood demand.

Source: Beyond Housing: A Market Analysis of Timber Opportunities in Japanese Non-Residential Construction, May 2020

Nail plate trusses allow for bigger wood buildings

The nail plate truss system is an excellent way for widely available random length dimension lumber to become an engineered wood solution suitable for the long roof and floor spans in larger wood structures.

Canada Wood is promoting the use of wood trusses in Japan's residential and nonresidential wood-frame construction sector, dominated by rafter design. Under a joint effort between Canada Wood and the Japan Wood Truss Council (JWTC), the nail-plate truss system has gained growing acceptance by builders and architects in Japan as a quality engineered wood solution that offers a unique combination of beauty, strength and precision. According to JWTC, 2,040 projects utilized the nail-plate truss system in Japan in 2021. In total, wood use in non-residential projects in Japan grew 57.9 percent year over year.



Job site of Nursing Home Kumoitoso | Photo: Yoshitaka Architects Engineers & Consultants Co., Ltd.

Treated Canadian hemlock is being used for sill plates in the construction of a large elderly care home in Miyazaki Prefecture, the heartland of Japan's domestic wood production.

Nursing Home Kumoitoso is a fire-resistant 2x4 structure that will have a floor area of 2,776 m² and house over 60 residents. The project is using a total of 39 m³ of Canadian hemlock sill plates in 4x4 sizes and 4 m lengths. While the building also includes domestic wood, the use of Canadian hemlock demonstrates that Canadian wood products can provide structural solutions for large non-residential projects, even in the most competitive environments.

Big & Tall Wood Challenge Design Awards

Reflecting Canada's role as a world leader in forestry and innovative wood building technology, the Council of Forest Industries and Canada Wood held the Big & Tall Wood Challenge Design Awards. This year's competition, the fourth time the wood design challenge has been conducted, recognized the contributions being made by Japanese companies designing larger and taller wood buildings in Japan.

An expert panel of three judges, leading academics in the field of Japanese architecture and design, selected eight winning wooden building projects from a pool of applications—four large structures and four tall buildings all utilizing 2x4, post-and-beam or cross-laminated timber (CLT) construction.

The design awards competition not only expands the awareness of larger and taller wood structures in Japan, it also highlights Canada's global leadership in accelerating the adoption of wood use in construction and the country's commitment to using forests and the wood products cycle to help mitigate climate change and reduce carbon in construction.



COFI/Canada Wood Big & Tall Design Award winners, judges, and representatives of the Canadian Embassy and Canada Wood at the Award Ceremony on March 10, 2022 | Photo: Canada Wood Japan

Value-added

BC Wood inspires the Japanese resort sector





BC Wood continues to position Canadian value-added products for opportunities in Japan's growing resort market. Targeting developers and local government officials interested in learning how Canada has produced many of the world's top resorts, BC Wood has been delivering technical resort seminars annually since 2020.

Three seminars took place in early 2022, all of which were conducted via a hybrid delivery model allowing attendees to participate remotely or in person in Tokyo (February) and in Niseko and Hakuba (March)—two of the country's leading winter resorts. Through the three events combined, BC Wood delivered a total of 6.5 hours of educational content tailored to audiences of more than 290 architects, engineers, developers, government officials and members of the local resort communities.

Seminar topics have included content on building multi-purpose wood structures within local requirements, how mass timber can be utilized to create a carbon-neutral resort community and the sustainability of Canadian forest products. By using examples from B.C. such as the Whistler Public Library and Squamish Lil'Wat Cultural Centre, the seminars showcased B.C.'s leadership in innovative wood building systems and inspired the Japanese building and development community to consider the benefits of building with wood for upcoming projects such as preparations for the proposed Sapporo 2030 Winter Olympics.



Hakuba Town Multi-purpose Library concept | Hemsworth Architecture

Wood pellets

The power of pellets



As the fastest-growing market in the world for wood pellets, Japan is a key focus for B.C. wood pellet producers and the Wood Pellet Association of Canada (WPAC).

In 2021, the Wood Pellet Association of Canada, with funding from FII, created five videos showing how pellets produced in B.C. from sustainably managed forests are enhancing forest health, contributing to local communities, displacing fossil fuels and helping international customers meet their climate change goals.

By taking viewers from the forests to the production facilities, the ports and the people in communities, the video series demonstrates the sector's commitment to provide responsible, renewable and clean energy in B.C.'s key markets.

The videos will be posted on WPAC's website, pellet.org, and will be shared with Japanese customers (with potential to repurpose for other markets). Video topics include, *Verifying sustainability*, *Transforming waste to clean energy*, *Responsible fibre use*, *How pellets are made* and more.

Photos: Wood Pellet Association of Canada (WPAC)



CANADA WOOD JAPAN 2021/22 BUSINESS DEVELOPMENT ACTIVITIES-SUMMARY RESULTS¹

¹ Summary results for Business Development activities only. Results do not include Canada Wood Japan's market access program (e.g., addressing regulatory barriers to Canadian wood products/systems through codes and standards) and other related efforts that provide a foundation for the market development program in Japan.

South Korea

Developing a high-potential market

South Korea remains an important market for B.C. forest products, particularly dimension lumber. Despite its long tradition of building with wood, South Korea produces only about one quarter of the lumber it requires. As a result, the market is highly dependent on imports to meet its demand for wood products.

While market growth levelled in recent years as government policies targeted an overheated housing sector, several factors point to renewed growth for Canadian softwood in the market. These include green policies and consumer attitudes that increasingly favour wood construction for its energy efficiency and low-carbon attributes, the market's high regard for the Canadian brand, and for Canada's advanced wood technologies and building systems, and the Canada-Korea Free Trade Agreement that will see all tariffs on wood products eliminated by 2024.

During 2021/22, the market development program in South Korea focused on:

- expanding wood use in single-family and low-rise residential construction;
- influencing government policy to encourage wood use in industrialized construction;
- removing constraints for wood in existing and proposed codes and standards;
- enhancing the construction sector's capacity to build with wood;
- advancing net-zero energy wood-frame construction, including through demonstration projects; and
- pursuing niche markets for B.C. value-added products within South Korea's high-quality homes and furnishings market.



The first NLT Demonstration project in Korea, Musan-eup Community Center in Jinju-si, Gyeongsangnam-do | Photo: Canada Wood Korea

Wood use in residential construction (single-family, low-rise residential)/ energy efficiency

Creating opportunities: strength-testing wood shear walls and prefab wood assemblies

Increasing the share of wood in Korea's residential construction sector requires successfully completing product testing and acquiring the necessary government certificates and code approvals in areas such as fire resistance and sound insulation of wood assemblies. Without these approvals, wood would be restricted in many construction applications.

In 2021/22, Canada Wood Korea worked to ensure that revisions to building codes do not create barriers to the use of Canadian wood products, that codes are updated to reflect the full potential for the use of wood and wood building technologies and that new Canadian wood products and building assemblies gain certification for use under the building code. Key initiatives during the year focused on testing and certification related to seismic design and prefabricated housing.

Seismic

Although the Korean Peninsula is not known as an area of high seismic activity, several recent tremors and steps by regulators have highlighted the need to ensure that seismic considerations are incorporated into building codes. In early 2021, Canada Wood approached Korean code officials to propose that the SSBC-TS (Small Scaled Building Code-Timber Structure) be expanded to include more wood shear wall design options. Collaborating with code officials, Canada Wood conducted exploratory testing to determine the performance of several innovative wood wall bracing options that provide improved strength and versatility over existing methods and expand designers' choices. The results of these tests are providing the basis for code revisions expected to be completed later this year.

Prefabrication

Prefab wood housing accounts for some 10-15 percent of wood construction in Korea; however, cost and transportation restrictions remain obstacles to further development of the prefab sector. In 2021/22, three types of prefabricated composite beams were tested at the Korea National Institute of Forest Science (NIFoS) in an initiative jointly funded by Canada Wood and Green Cube, a Korean prefab wood housing company. The objective is to develop prefab floor and wall systems suitable for Korea's detached housing market. Emphasis is being placed on versatile configurations that can simplify both transportation and installation. The results will inform building code requirements for the use of these systems in Korea.





Performance testing of built-up beam at the National Institute of Forest Science (top); Performance testing of shear wall at the National Institute of Forest Science (bottom) | Photos: Canada Wood Korea

Beyond singlefamily housing: promoting wood and wood building systems in taller and larger construction Since 2006, the market development program in Korea has focused much of its efforts on developing the single-family residential construction market. Today, with wood construction holding a 15 percent share of the single-family market—up from only two percent prior to the start of the program— Canada Wood is targeting new opportunities for wood use in muti-family construction, energy-efficient buildings, mass timber and industrialized (prefab) construction.

> 150,000+ 2x4 homes built since the start of the program

Since 2013, the South Korea Housing Act has mandated the use of the tire drop 'Bang' machine for heavy impact acoustic testing, which effectively eliminates the use of wood joist floor systems in Korea's multi-family housing segment.

In an effort to reinstate wood joist floors as an allowable option in multi-family buildings, Canada Wood Korea partnered with the Korean Society for Wood Science and Technology to carry out research and testing to support replacing the tire drop 'Bang' machine with an 'Impact Ball', an alternative heavy impact acoustic test that allows lighter wood-frame floor assemblies to meet performance requirements for impact sound insulation.

Based on test results, the Ministry of Land, Infrastructure and Transport (MoLIT) recently proposed a revision to the *Presidential Decree on the Housing Construction Standards* that adopts the more widely globally accepted Impact Ball for heavy impact acoustic testing in place of the 'Bang' Machine. MoLIT expects the amended Decree to come into effect in August 2022.

Eliminating the use of the 'Bang' Machine is an important milestone on the road to establishing wood joist assemblies as a cost-effective option for floors in both low-rise multi-unit housing and high-rise hybrid construction in South Korea. Opening doors for wood joist floor assemblies in South Korea's multi-family segment



Standard impact sources. From left to right: Tire bang machine ball, ISO-tapping and NRC-IRC | Photo: Canada Wood Korea

Non-residential, hybrid, tall wood mass timber and industrialized construction



Prefab wooden panel production line | Photo: Smart House

Smart House—a Korean prefab home builder aims big

Prefab home construction is gaining traction in Korea and not only because prefab can cost less than a traditionally built home; quality control and a reduced environmental footprint are other driving factors.

For the past three years, Seoul-based builder Smart House, a company with a long history of collaboration with Canada Wood, has focused its business energies on developing the prefab residential housing market in South Korea. Constructed with Canadian S-P-F, the company's homes feature designs that are tailor-made for prefab manufacturing, including clean lines and flat surfaces that can be easily run on production lines. Finished building components are shrink-wrapped at the factory and then stacked on trucks for transportation to the building site.

AZIT, a 19-unit Smart Home project currently under development, is a good example of prefab in action. Lee Young-joo, CEO of Smart House, notes that the company's prefab home solution is attracting buyer interest because of higher construction quality and significant cost savings. According to Mr. Lee, prefab manufacturing will be key to meeting Korea's booming demand for modern, affordable, massproduced housing.

To-date, Smart Home has established two prefab plants with plans in place for further expansion. Together, these investments are helping the company build its leadership in the prefab home segment.

Prefab home builder takes off

Space Factory, a prominent Korean prefab home builder, has a goal of providing high-quality, energyefficient housing at an affordable price. To meet its objective, Space Factory is building a new 500,000 square foot factory to boost its productivity and manufacturing capacity. The new state-of-the-art facility will be equipped with the latest automation machinery and technology enabling it to produce almost 1,300 houses per year, potentially reducing the cost of building a home by up to 30 percent.

To support this initiative and position Canadian wood species, Canada Wood Korea is conducting training programs and technical seminars to educate Space Factory staff on Canadian wood and prefab materials and technical considerations.

The company plans to invest \$40 million in the new factory, making it one of the largest investments ever in Korea's wood construction industry.



Automated prefab wooden panel production line | Photo: Space Factory

The Jinju Community Centre, Canada Wood's first nail-laminated timber (NLT) demonstration project in South Korea, has won the grand prize at the 2021 Korea Wood Design Awards. The award, hosted by the Korea Wood Construction Association and sponsored by the Korea Forest Service, recognizes the project for integrating an exposed NLT system into the structure to lend it a pleasing and warming interior ambiance, in the process maximizing floor space and minimizing the project's environmental footprint.

The application of NLT in the Jinju Community Centre was a direct outcome of an agreement between Jinju Municipality and Canada Wood Korea to introduce mass timber into public building projects. Natural Resources Canada (NRCan) provided funding for the project, while Canada Wood provided technical support for the design, manufacturing and installation of the NLT panels.

Canada Wood promotes NLT in Korea as a viable substitute for concrete slabs, steel decking and CLT panels due to its easy fabrication, cost competitiveness and high consumption of Canadian dimensional lumber.

With the Jinju Community Centre having demonstrated the costeffectiveness of the NLT system, the potential for NLT in the broader nonresidential sector in Korea is significant—the Jinju government already has plans to build ten similar community facilities in the next few years.

NLT project wins top wood design award



he Jinju Community Centre, the first NLT Demonstration project during

Bringing B.C. mass timber expertise to South Korea



In November, 2021 Canada Wood Korea hosted a technical workshop focused on mass timber construction, nail-laminated imber and wood infill wall technologies. Co-organized with the Korea Institute of Building Construction (KIC), the workshop targeted Korea's largest builders and contractors | Photo: Korea Institute of Building Construction

Mass timber is gaining recognition in South Korea. The movement is being spurred by three recent developments: the government's green and low-carbon policies that encourage the use of wood in the construction sector; the elimination of prescriptive height restrictions for wood structures; and the recent adoption of performance-based practices in the building sector.

Leveraging B.C.'s success in bringing mass timber to the mainstream of construction in North America, Canada Wood Korea is working with the Korea Institute of Building Construction (KIC) to engage with Korea's largest builders and expose them to the opportunities for incorporating wood in larger and taller buildings.

KIC's member companies include South Korea's leading conglomerates such as Samsung, Hyundai, E&C and Lotte. These powerful entities play a central role in Korea's construction market, especially in the mid-rise and tall building segments. Through its technical cooperation agreement with KIC, Canada Wood is engaging directly with these builders, delivering technical information and stimulating growing interest in the potential of mass timber.

Value-added

BC Wood Resort Seminars double attendance

Since 2020, BC Wood has been conducting technical resort seminars in South Korea as a means to increase wood use within the local resort segment. In early 2022, BC Wood expanded the seminar series into a two-day technical conference that offered five hours of educational content related to mass timber structures in the resort sector.

The seminars have received tremendous support from Korean wood industry associations, helping to grow attendance from 150 participants in 2020 to over 300 attendees in 2022. Moving forward, BC Wood's in-market offices will be following up with all contacts generated through the seminars to offer further resources and support for future wood resort projects.

CANADA WOOD KOREA 2021/22 BUSINESS DEVELOPMENT ACTIVITIES-SUMMARY RESULTS¹



¹ Summary results for Business Development activities only. Results do not include Canada Wood Korea's market access program (e.g., addressing regulatory barriers to Canadian wood products/systems through codes and standards), government relations program and other related efforts that provide a foundation for the market development program in South Korea.
² Direct program influence includes commercial/demonstration wood projects converted to using Midply, SuperE and/or infill walls. Indirect program influence includes 5-star certified wood-frame homes built as a result of Canada Wood influence.

India

Making inroads in the Indian market

India is a small market for B.C. forest products, but one that offers considerable long-term potential.

Propelled by strong economic growth and a young and increasingly affluent population, India's demand for products made from wood continues to expand. To meet this growing demand, India's wood manufacturing sector has also expanded, particularly in the production of indoor and outdoor furniture and interior finishings. Faced with a shrinking supply of traditional hardwoods, manufacturers have become increasingly willing to consider softwoods in their applications. This is presenting opportunities to grow the use of B.C.'s sustainably managed, certified wood products in the market.

FII, in collaboration with the forest industry and Natural Resources Canada (NRCan), has made significant progress in opening the Indian market for softwood lumber, and in establishing and expanding Canadian Wood brand recognition and product distribution across the country.

Over the past year, the FII India team focused on engaging with key audiences through in-person and digital channels; supporting the interest in Canadian wood species with target audiences; and leveraging the established brand position and results of extensive demonstration projects to grow the overall demand for Canadian wood in the market.

FII is grateful for the financial contributions of Natural Resources Canada in both India and Vietnam—helping advance these growing markets in the Indo-Pacific region.

Getting B.C. species into the WIM segment

Expanding wood use through product trials

Product trials remain one of the most valuable elements of FII's market strategy for India. Central to the commercialization program, trials showcase the features and benefits of Canadian wood species directly to India's wood manufacturers.

Despite disruptions caused by COVID-19, a total of 36 trials were completed in 2021/22 under the Try Canadian Wood program. These trials confirmed the suitability of B.C. species in a number of target applications, including: western hemlock and Douglas-fir for furniture production; western red cedar for outdoor applications; yellow cedar for windows, doors and door frames; and western hemlock for manufacturing finger-jointed-edgeglued (FJEG) panels. Product trials are particularly valuable as they allow makers of products such as furniture, interior millwork, doors and windows to physically touch, handle and test Canadian wood products in their own facilities.

While many of India's furniture manufacturers produce products for the local market, trials during the year also focused on India's export hubs— Rajasthan, Western Uttar Pradesh and the Delhi National Capital Region. Manufacturers in these regions are developing furniture and décor items for large international brands such as West Elm, Crate and Barrel, Freedom, Target and Arhaus. With global customers increasingly demanding sustainably sourced products, B.C.'s certified forest products are ideally suited for these applications.





S-P-F coffee table (top); Douglas-fir executive chair (bottom) | Photos: FII India



Canadian Wood MAK Villa, Hyderabad | Photo: FII India

FII India is collaborating with MAK Projects—a leading infrastructure and housing development company—on a high-profile demonstration project for a wood-frame display home with mass timber elements within a large residential community development.

The community, called BTR Greens, will consist of 300 premium villas spread across 250 acres in Hyderabad, offering all the conveniences and luxuries of city life in a peaceful, natural setting.

Within BTR Greens, the pilot project, called Canadianwood Villa, uses B.C. species and products, including S-P-F, western red cedar, yellow cedar, western hemlock and B.C.-produced engineered wood products such as gluelaminated timber, nail-laminated timber, dimension lumber and OSB in a variety of applications. As this is MAK Projects' initial foray into wood construction, the FII India team is providing technical support and on-site construction assistance throughout the building process.

FII India and MAK Projects are already receiving positive feedback on the project from Indian developers and government officials who have shown interest in potentially replicating the project in other regions. To build on this and further raise awareness of the project, the FII India team has planned an inauguration and networking event for the launch of the villa, which is scheduled for completion in mid-2022. National and local media, along with architects, developers and government officials will be present at the event where the villa will act as a showcase for the many advantages of building with B.C. wood in India including durability of the material and construction flexibility and efficiency. The villa also highlights the green and carbon benefits of wood construction using sustainably sourced B.C. products.

"Wood is a sustainable, renewable and natural building material. Even today, wood is amongst the few natural elements that can simultaneously achieve reduced carbon emissions, bring about increased sustainability in a building's life cycle and offer improved occupant well-being...This landmark collaboration between Canadian Wood and MAK Projects is aimed at promoting sustainable wood housing in India as it offers multiple benefits over concrete and steel-based infrastructure."

> Dr. Mir Nasir Ali Khan, Promoter & Managing Director, MAK Projects Pvt. Ltd.



Candrol Centre of Oncology, Jaipur | Photos: FII India

Connecting to nature through wood

Globally, there is a growing recognition of wood's biophilic benefits—the increased connection to nature through the incorporation of natural materials, such as wood, in building projects. To tap into this trend, FII India is working with stockists, builders, architects and designers to demonstrate the biophilic benefits of Canadian wood species within building projects across India.

In 2021/22, FII India worked with a local stockist (importer/distributor), Tambi Timbers, to incorporate the use of Douglas-fir in the design of an Oncology Centre in Jaipur. The goal for the design of this healthcare space was to create a relaxing and natural environment through the use of wood products.

Douglas-fir was featured in a variety of applications in the Centre, including ceiling and wall panelling, doors and doorframes, shelving and furniture. The extensive use of Douglas-fir within the Centre created the desired calming atmosphere, while serving as a showcase for the biophilic benefits of Canadian wood species.

The FII India team continues to highlight the biophilic benefits of B.C. wood products within a variety of promotional efforts including social media posts, online and print ads as well as though webinars, seminars and one-on-one engagements with architects, designers and developers. Having projects such as this to use as a showcase provides the team with real-life examples and captivating visuals to highlight the warm, comforting designs that can be achieved using B.C. wood.

Demonstration and commercial projects

Showcasing what's possible with wood



Pages from FII India's new e-book, "India Projects in Canadian Wood"

From furniture factories to showcase homes and structures, the use of Canadian wood in India has come a long way in a short time. Promoted as a green and sustainably produced product, Canadian wood has proven its value in furniture products, interior finishings and structural applications.

Through manufacturing trials and demonstration projects, FII India has worked closely with local woodworking companies, architects and designers to display B.C. species in an extensive array of applications. The objective is to raise the profile of B.C. wood products across India and showcase what is possible using B.C. species.

The diversity, elegance and functionality of Canadian wood in these projects is showcased in FII India's new e-book *India Projects in Canadian Wood*. The e-book includes more than 90 commercial examples of projects in India that showcase the range of B.C. wood species.

The e-Book is used extensively within FII India's promotional and educational efforts, serving as a tool for the Business Development team to show prospective clients what is possible using B.C. species.

To view the book, visit canadianwood.in/e-book/

Bringing B.C.'s sustainable messaging to India

FII's program in India builds on the foundational work done to establish Canada's reputation as a supplier of sustainable, environmentally friendly products that can be used for both mid-range and higher-value applications. While FII's approach to leveraging B.C.'s green pedigree in the market is still in its early stages, the issue of sustainability is becoming an important factor in sourcing decisions. Architects and designers are now looking to work with sustainably sourced and certified wood in their projects, while export-oriented manufacturers seek eco-certified inputs to meet the increasingly stringent demands of their offshore customers.

During the year, FII India continued to aggressively promote B.C. and Canada's sustainable forest practices and products. Utilizing a mix of educational webinars, online training workshops and social and print media, the FII India team successfully disseminated a wide array of messaging around sustainable forestry, third party forest certification and the role of wood products in climate change mitigation.

10 webinars



2,031 educational event attendees

Expanding awareness

Strengthening brand awareness

94%

of manufacturers and distributors report a positive experience using Canadian wood species

(Source: Walker Consulting Group in partnership with Nepa, 2020) In 2014, when FII entered the India market, awareness of Canadian wood species was negligible. Today, after several years of intensive effort, the Canadian Wood brand has become widely recognized in India. FII India uses the brand to create awareness and increase product recognition within the local market. Although COVID-19 restrictions limited in-person events and outreach during the year, promotion campaigns continued online to drive engagement with key audiences. In 2021/22, the brand campaign, "Stands out. Stands apart", was introduced to profile Canadian wood in a variety of target applications. The campaign was featured in major print publications—such as Wood News, a well-known bi-monthly magazine and Index Furniture, a magazine dedicated to the reman industry—as well as through online industry portals to push the campaign to an even larger audience.

23,350 Facebook followers 998 YouTube followers **111** LinkedIn followers



FII INDIA 2021/22 BUSINESS DEVELOPMENT ACTIVITIES-SUMMARY RESULTS¹



¹ Summary results for Business Development activities only. Results do not include FII India's initiatives to support market access (e.g., addressing regulatory and institutional barriers to Canadian wood products) and related efforts that provide a foundation for the market development program in India.

² Total number of companies engaged with FII India's Business Development team that purchased wood products directly from B.C. suppliers during 2021/22.

Vietnam

Raising the profile of Canadian wood products

In a time of rising global trade tensions and competitive pressures, diversification is important to ensure continued market opportunities for B.C.'s forest products. As the second-largest exporter of wooden furniture after China, Vietnam's value-added wood product processing has outpaced growth in the domestic wood supply—presenting opportunity to introduce B.C. species for import. Vietnam's recent emphasis on certified wood from sustainably managed forests also bodes well for positioning B.C. species within the market.

FII is in Phase I of its market development program in Vietnam which is focused on establishing a foundation for market growth and expansion. To this end, the FII team in Vietnam is working to further develop the Canadian brand presence through a combination of product trials, education, promotion and outreach. The core objectives are to position B.C. as a preferred supplier of sustainable, certified softwood lumber products to Vietnam's manufacturing segment; to introduce B.C. species and suppliers to Vietnamese importers, traders and manufacturers; and to undertake research to better understand opportunities in the market as well as barriers to growth.



Fll Vietnam's new office reception area

Showcasing B.C. wood in WIM

Product trials showcase B.C. species

Experience in other Asian markets has shown that product trials are a highly effective means to demonstrate the unique attributes and benefits of Canadian wood to local manufacturers. To educate and build awareness of B.C. softwoods across Vietnam's Wood in Manufacturing (WIM) sector, FII's Try Canadian Wood program is using product trials to showcase B.C. species and their range of applications.

Leveraging the experience and successes of market development programs in both China and India, the Try Canadian Wood program in Vietnam has placed early emphasis on the furniture segment; however, product trials in 2021/22 also included an array of other product applications in addition to furniture, such as doors, saunas, interior finishings, cable reels and other industrial applications.

Numerous product trials generated very positive feedback which, in turn, has resulted in manufacturers placing orders. Some coastal B.C. species have shown to be a suitable replacement for traditional hardwoods and Vietnamese companies are interested in looking at longer-term supply.





Western hemlock dining room suite (top); Douglas-fir dining room table (left); western hemlock sauna (right) | Photos: FII Vietnam

Expanding in-market awareness



FII Vietnam office reception area with western hemlock vertical/horizontal decorative supports

To pursue further opportunities for the B.C. forest sector in Vietnam's fast-growing furniture market, FII Vietnam has opened a new office in Binh Duong (45 minutes from Ho Chi Minh City), the centre of the country's wood manufacturing sector. The office is outfitted with furniture and panelling made in Vietnam, primarily from western hemlock and S-P-F, both of which have proven to garner commercial appeal in the market. FII increases its market presence







The new office showcases the beauty, quality and practicality of products manufactured locally from B.C. species. This is allowing FII Vietnam to build additional inroads with manufacturers and suppliers in a key manufacturing hub, and to position B.C. wood species as a preferable alternative to the wood products currently used. Since completion of the office, FII Vietnam has already hosted meetings with several influential manufacturers in the new space, who voiced positive feedback of the interior fit outs and have expressed interest in future Canadian wood trials. Professional images of the office are being used in marketing materials to showcase the B.C. wood products and the range of applications.



Western hemlock wall unit (top left); western hemlock office drawers (top right); western hemlock and S-P-F office cubicles (middle); western hemlock cabinetry, bistro-style table and stools (bottom)

Building brand recognition in the market

To further increase awareness of B.C. wood species within the Vietnam furniture market, FII Vietnam conducted ad campaigns during the year that showcased the value of B.C. forest products and increased brand awareness.

Promotions included a broad range of multilingual advertising published through print and online platforms, as well as ads targeting a mix of trade and interior design magazines that are popular among key audiences. The Try Canadian Wood messaging used in the ads is aimed at building greater awareness of the benefits of using B.C. and Canadian wood species by showcasing how Canadian wood products can be used to produce high-quality, durable indoor and outdoor wood furniture. In addition, interest from viewers on the bilingual Canadian Wood website has resulted in inquiries and further business prospects.



Western Hemlock has high strength to weight ratio and excellent treatability.

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Gỗ Độc Cần Bờ Tây | Western Hemlock

Qui cách và phân hạng chuẩn • Khả năng chịu gia công xuất sắc Vân thẳng hoặc kết hợp vân thẳng và vân núi • Có khả năng chịu lực cao Standard grades and sizes • Excellent treatability Available in vertical or mixed grain • High strength to weight ratio



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TRY CANADIAN WOOD

Canadian Wood

Growing awareness through education and outreach



Seminar at Ho Chi Minh School of Architecture



of participants rated the webinar as 'good' or 'excellent' and indicated their questions about Canadian wood products were answered In a unique collaboration, FII Vietnam worked with the Handicraft and Wood Industry Association (HAWA) to jointly deliver a webinar introducing manufacturers, distributors, designers and contractors to Canadian wood. The topic of the webinar event, delivered in December 2021, was, *Canadian wood: sustainable materials for diversified indoor and outdoor applications*.

FII Vietnam's business development team invited a number of customers to participate in the event as guest speakers so that they could share their experiences either distributing Canadian wood or using it in their manufacturing process. 113 manufacturers attended the seminar which provided an opportunity for the team to connect with potential customers. As a result, more than 80 new leads and contacts were established.

Building on the success of the webinar, FII Vietnam hosted a seminar in late March at the University of Architecture Ho Chi Minh City—the preeminent architectural school in Vietnam. The focus of the seminar was on B.C.'s sustainable, certified forest products and examined a case study on using western hemlock for furniture applications. Over 120 students participated in this interactive presentation, marking an important step forward in increasing awareness of B.C. wood products among the future decision makers. Results from the seminar were very positive, with the University of Architecture school board indicating interest in future seminars and factory tours hosted by FII Vietnam.

Canada Wood China collaborates to support training in Vietnam

Many manufacturing companies in Vietnam have Mandarin speaking owners and/or key stakeholders. To better engage with this group of potential clients, FII Vietnam teamed up with counterparts at Canada Wood China to offer grading seminars on Canadian wood in Mandarin.

The seminar series was conducted over three days in September 2021. The first day was devoted to sustainable forest management, the second day to structural grades while the third day examined appearance grades.

In recent years there has been an increase in manufacturers in Vietnam who have connections to China and/or Taiwan. It is estimated that up to 25 percent of the wood processing factories in Vietnam have a Chinese or Taiwanese owner/operator.

The initiative provides an example of how FII's market development program draws on the experience and successes in countries such as China and India to advance efforts in new, emerging markets like Vietnam.

Industry Resources

Forestry Innovation Investment (FII) produces a variety of resources intended to help support the growth and development of the B.C. forest sector—all of which is available to industry free of charge.



B.C. lumber being loaded for export | Photo: Nik West

BC Research Library

The BC Research Library houses resources on a wide variety of topics relevant to the B.C. forest sector, including market and export data, sector reports, as well as product, technical, building/construction and environmental information—all of which is funded and commissioned by FII and its funding recipients.

Visit bcfii.ca/research-library



B.C. Interior forest | Photo: Michael Bednai

Image Library

Recently updated to improve accessibility and user experience, FII's Image Library has almost 6,500 images and video clips showcasing everything from B.C. forests and forestry activities to manufacturing, building and construction, as well as trade and overseas market uses of wood products. All visuals are available to the B.C. forest industry and stakeholders at *no charge*, resulting in \$740,596 in savings to the B.C. forest industry in 2021/22.

Learn more at imagelibrary.bcfii.ca

We welcome your comments on any aspect of our website, resources or programs. Please feel free to get in touch with us at info@bcfii.ca.



Western hemlock | Photo: Kristin Charleton, Sundew Media



B.C. lumber stacks | Photo: Nik West



Cross-laminated timber installed during construction of the Earth Sciences Building at the University of British Columbia | Photo: KK Law

naturally:wood

naturally:wood is a comprehensive online information resource promoting British Columbia as a global supplier of quality, environmentally responsible forest products from sustainably managed forests. The website has over 80 factsheets, case studies, videos and reports. naturally:wood LinkedIn, Facebook and YouTube channels also profile diverse and trending forestry, product and building innovations in B.C.

Visit naturallywood.com

B.C. Wood Supplier Directory

The B.C. Wood Supplier Directory connects buyers with over 400 suppliers of high-quality, eco-friendly wood products, from dimension lumber, mass timber and engineered products, to furniture, doors and windows, panels, pulp, paper and pellets.

Browse the Supplier Directory and/or ensure your business listing is up to date at suppliers.naturallywood.com

Think Wood Research Library

Developed and maintained by FII, the Think Wood Research Library connects researchers and practitioners to the latest research and resources on mass timber, light-frame wood building systems (five storeys and up). The database has over 1,750 research resources, with links to download reports and information.

Visit research.thinkwood.com



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