



**Forestry Innovation  
Investment®**



**Market development summary**



# INDIA

*Douglas-fir dining table, Sharma Industries | Photo: FII India (top); The Monkey Bar | Credit: FII India (bottom)*

## Importance of forestry and trade diversification

The Canadian forest industry's reliance on exports makes developing diverse markets critical to the health of the sector and the Canadian economy. Strategic investments made in emerging markets such as India can establish Canada's brand, secure market share and deliver long-term returns.

## Why India?

- **Positive demographics, high rates of economic growth and an expanding middle class**
- **Strong affinity for wood, and growing demand for wood products**
- **Constrained domestic wood supply and declining availability of imported hardwood from traditional sources**
- **Increasing demand for certified, sustainably sourced softwood**
- **Expanding investment in larger scale, more modern furniture and door/window factories**
- **Strong Indian Government support for expanding India as a manufacturing hub for both domestic and export markets**

## Building a market for B.C. wood products in India

A range of key factors are impacting the demand for wood and wood products across India. Long-term growth in residential and commercial construction, improved economic conditions and rising disposable incomes are increasing overall wood consumption.

A younger and growing middle class with a preference for a more modern lifestyle is driving a shift to lighter colours of wood species, creating additional opportunities for softwoods.

International buyers are increasingly seeking products made from legal and sustainable wood sources. This has led to a shift in imports towards certified wood. These

trends, coupled with log export restrictions and reduced harvest volumes in traditional supply regions, have required Indian manufacturers to seek alternative sources.

This presents opportunities for Canadian wood species in higher-value applications, including furniture, doors, door frames, interior finishing, as well as select outdoors and structural applications. While market development efforts take time to mature, there are positive signs that Canadian softwoods could capture significant returns by replacing tropical hardwoods in key applications.

## Growing market share by building the Canadian Wood brand

Since 2014, Forestry Innovation Investment (FII) has delivered a market development program in India to support growth in Canadian softwood lumber exports. The program positions Canadian species as alternatives to traditional hardwoods in manufacturing applications. Through product trials, technical support, and engagement with manufacturers, FII helps create commercial opportunities for Canadian softwoods and builds recognition of the Canadian Wood brand in the Indian market.



*Mandara Tree Villa Hotel | Photo: FII India*



# Growing depth and engagement

Initial market development efforts resulted in growing interest and uptake in the India market for Canadian wood species. Building on this, the strategic direction of the program focuses on:

- Increasing awareness of B.C. species through targeted outreach, promotion and education.
- Expanding commercial adoption of Canadian softwood species among manufacturers of furniture, doors, windows, window frames and interior/exterior finishing, with a focus on coastal species.
- Supporting and maintaining wood importers (or stockists) inventorying wood for sale in key regional markets.
- Advancing understanding of market opportunities through the use of targeted market research.
- Leveraging FII-supported demonstration projects and product trials to help the Indian design and construction communities adopt wood use in structural and related non-structural applications.



Nativ Restaurant, Baner, Pune, Jaipur | Photo: Assad Dadan

## Market development progression

**Phase 1**  
Entry & demonstration



**Phase 2**  
Expanding engagement



**Phase 3**  
Commercialization



## Targeted approach

FII India continues to open the market for Canadian softwood lumber species through a comprehensive market development program focused on increased awareness of B.C. species through research, outreach, promotion, education and product demonstration.

FII India provides hands-on support to stakeholders in India and Canada through market access and market development efforts, including:

1. **Infrastructure** — providing hands-on support to the B.C. forest industry through a lean, knowledgeable in-market team
2. **Research** — continuing to develop an in-depth understanding of opportunities for Canadian species and products, while also identifying and building a network of local partners and customers
3. **Education** — providing information, tools and training to local importers, architects, interior designers and manufacturers to maximize the use of B.C. species in a variety of applications
4. **Promotion and Outreach** — targeting promotional activities to build the brand for Canadian wood products and expand opportunities in specific remanufacturing applications
5. **Distribution** — continuing to support the existing network of stockists carrying Canadian wood products
6. **Commercialization** — positioning Canadian species with manufacturers through a strong focus on product trials and by leveraging existing demonstration projects to showcase the attributes and benefits of Canadian wood species in structural and non-structural applications



Trade show booth at IndexPlus | Photos: FII India



The FII team in India uses the Canadian Wood brand to create awareness and increase product recognition within the local market.

## Market progress

The following achievements highlight FII India's advancements in growing business opportunities for the Canadian Wood brand and opening the market to Canadian species.

### Distribution networks

FII India's stockists (wood wholesalers/dealers) carry a range of B.C. softwood species, grades and products. By ensuring that B.C. and Canadian wood products are available as and when needed, or in smaller volumes, stockists play a critical role in the development of the market for Canadian wood in India.

FII India strategically focuses on the right stockists and key geographic areas to maximize market impact. Today, 27 stockists across 15 cities in India carry B.C. softwood products, serving locations including New Delhi, Mumbai, Pune, Punjab, Rajasthan, Gujarat, and multiple centres across South India.



### Promotion and outreach

FII India continues to expand awareness of B.C. and Canadian wood species through delivering educational events and seminars in its priority regions. Activities target high profile architects, interior designers, manufacturers, contractors, carpenters and wood importers to increase knowledge of B.C. as a sustainable source of high-quality certified wood and to deliver messaging on the properties and applications of Canadian species.

Since 2014,  
FII India has conducted

**100** educational seminars  
(5,000 participants)

**150** training workshops  
(6,000 participants)



## Product trials

Product trials have evolved to become one of the most valuable elements of FII's market development strategy for India. As a key part of the commercialization program, product trials showcase the features and benefits of Canadian wood species directly to India's wood manufacturing sector and have proven the best way of getting Canadian wood into the hands of potential customers.

Through the "Try Canadian Wood" program, FII India supplies B.C. wood from targeted species to prequalified

manufacturers. The program's technical staff work with these manufacturers to ensure that the product trials are successful. Upon completion, support is provided to introduce the manufacturer to either local stockists of Canadian wood or to direct contacts with Canadian exporters.

Through hands-on experience product trials are helping overcome misperceptions about Canadian species and their applications, and strengthening technical skills in manufacturing with softwoods. To date, FII has conducted trials with 225 companies resulting in broader market acceptance for Canadian wood products.

## Sumitra Woodcraft

Focused on supplying major international retail chains with quality interior furniture, Sumitra Woodcraft engaged with FII India to explore certified B.C. wood species. With large production volumes, the company needed assurance of both quality and reliable supply before selecting a sourcing partner. FII India facilitated product trials with western hemlock and provided technical guidance, educational seminars, and regular meetings. The trials delivered positive results, leading Sumitra to adopt western hemlock for a major furniture line. They continue to explore additional B.C. wood species for future products.



*Sumitra Woodcraft products featured in the Canadian Wood tradeshow booth | Photos: FII India*

## Colonial Lumber

FII India's introduction of western hemlock finger-jointed edge-glued (FJEG) boards led to a major commercial success with a leading UK cosmetics brand. Colonial Lumber, connected through FII India, worked with Naman In-Store to produce boards for trial in retail fixture manufacturing. FII India supported the process by sourcing wood and providing technical guidance on customized sizes and grades. The boards met client requirements, resulting in initial and repeat orders, with ongoing discussions for a larger future shipment.



*Finger-jointed edge-glued boards | Photo: FII India*

## Commercial projects

The FII India team engaged with leading architects, interior designers and developers to identify high-profile commercial projects where Canadian species can be showcased. With over 22 FII-supported demonstrations now completed, the projects are being leveraged in

educational and promotional activities to enhance interest in Canadian products and suppliers.

An additional 172 commercial projects (wood purchased directly by customers) utilizing B.C. species have also been tracked over the past several years—signalling recognition and uptake of Canadian wood products in the market.

## Indore Nagar Parishad Assembly Hall

The Indore Nagar Parishad Assembly Hall shows how western hemlock can combine beauty and function in a civic space. Architects worked with FII India to select the wood, sourced through a local importer. Its strength, light weight, and warm tones make it ideal for walls and furnishings, giving the hall a refined, welcoming feel. Regularly used for government meetings and planning, the space highlights the versatility of B.C. wood in high-traffic public buildings.



Indore Nagar Parishad Assembly Hall | Photo: FII India

## Parallel Hotel

In Udaipur, the Parallel Hotel stands out for its luxury and design, with western red cedar featured prominently in exterior cladding and soffits. Chosen for its durability, resistance to decay, and ability to handle rich stains, the wood withstands Rajasthan's demanding climate while adding elegance to the façade. FII India supported the project by helping source the wood and providing guidance on installation and finishing. The result is a striking, sustainable design that showcases the beauty and resilience of B.C. wood.



Parallel Hotel | Photo: FII India



## Wood in construction

While India's overall construction activity is a key driver for the furniture and door/window sectors, wood use in structural applications remains a relatively small market niche, largely limited to hilly and coastal regions and home builders in the unorganized segment. However, wood construction has gained some traction in recent years, particularly in building homes using either the single or double wall tongue and groove method or a hybrid approach combining concrete and/or steel with wood. There has also been some interest in Canadian-style wood-frame construction, with a few Indian players exploring this market segment, primarily in the tourism, hospitality, or high-net-worth second-home sector.

FII India monitors these developments and continues to support commercial projects that showcase structural applications of B.C. wood, providing technical guidance where appropriate. These projects illustrate both wood-frame construction and the use of structural B.C. species.



*The Canadian Wood Villa by premier Indian developer MAK Projects is one of the first projects of its kind in the country to combine light-wood-frame construction with mass timber and prefabricated construction technologies. Located in Hyderabad's BTR Greens Community, this two-storey, 6,000-square-foot demonstration home features western hemlock glulam beams and nail-laminated timber flooring as well as a variety of B.C. species across interior and exterior design applications.*

*Developed as a replicable prefabricated timber-built kit of parts and taking less than 12 months to complete, this project shows local developers, builders and architects the possibilities that B.C. wood products can offer for the 300-home, 250-acre residential development in this southern region of India. | Photos: FII India*

## Key funders

Market development efforts in India are a partnership between the Province of B.C. (through Forestry Innovation Investment), with support from the Canadian High Commission and Consulates in India and B.C. Trade and Investment Representatives. Leveraging resources ensures that Canada emerges as a leading supplier of softwood lumber to one of the fastest growing markets in the world.

