

# BC WOOD

## Market Development Program

### Multiple Programs for BC's Wood Industry to **Support** your Market & Business Development Efforts

BC Wood is monitoring daily changes and updates to the coronavirus pandemic, shelter-in-place and social distancing orders. We take the health and safety of our members and staff very seriously and will continue to follow proper protocols. At this time, we are delivering only Virtual Programming but, when it is safe to do so, we will recommence our regular trade event participation.

### BC WOOD GOES **VIRTUAL**

#### NEW VIRTUAL PROGRAMS THAT KEEP YOU SAFE, CONNECTED AND PRODUCTIVE

- B2B Targeted Virtual Business Meetings
- Virtual Trade Events and Missions to Connect you with New Buyers
- Assessments to analyze your Business and Market Development Practices
- Marketing and Business Development Assistance with Industry Experts
- Online Webinars, Seminars and Workshops to Improve your Business and Marketing Skills
- Connecting with Architects, Designers, Engineers, and Builders



Programs	Highlights
Virtual Tradeshows	New virtual business development tradeshows and conferences.
Industry Networking	Meet other industry participants who could be potential customers. In the near future, this will be arranged through an online format.
Personal introductions to potential customers	BC Wood staff find opportunities to connect members with local and international buyers virtually through our Building Connections and WoodTALKS Studios.
Contact with specifiers in BC and the US	BC Wood is AIBC, AAA, AIA, and IDCEC accredited. Connect with architects, interior designers, and builders who need to learn about your product and specify it. The WoodTALKS Studio is delivering our Lunch and Learn program virtually until face-to-face meetings are possible.
Current Market Intelligence	Increase your knowledge and ability to sell your products based on up to date market intelligence provided by BC Wood staff.
Assessment of your business	Assessments on your business & marketing efforts with recommendations for improving your practices. Webinars and Zoom conferences will be used to deliver this programming for early in our fiscal year.
Guides and introductions to other sources of funding	BC Wood can act as your bridge to other government and industry programs throughout the year, that provide training and funding assistance for market and business development.
Cost-savings on participation in Canadian and International trade events	Participation in BC Wood sponsored Canadian, US, and International trade events and missions, as soon as travel restrictions are lifted around the world.
Collaborative Marketing projects for new markets	Small groups of members collaborate in new markets, delivering virtual presentations on their products to high level architects, developers & contractors. Live Trade Mission programs will recommence when travel bans have been lifted.

# Become a BC Wood Member for Additional **Benefits**

**DOMESTIC BC WOOD MEMBER: \$1350** (Canadian Trade Events Only)

**US AND INTERNATIONAL BC WOOD MEMBER: \$2640**

Access to the many new virtual services is worth the cost of membership alone!

Features	Highlights
Additional Cost-Share Savings	Additional savings available for Canadian and International Trade Events & Missions when international travel resumes.
Value to Member Benefits	Reduced BC Wood group rates save you money on services such as hotel and car rentals.
Use of BC Wood logo	Use of BC Wood's logo increases your recognition and profile in markets. It spotlights your affiliation and enhances your business image
Direct link to your website from our online directory	Increase your visibility and make it easy for buyers and other members to find you
Access to BC Wood Staff in key markets (International Members Only)	Our experts help participating members identify specific, qualified contacts and opportunities in Japan, Korea, and the US. Assistance with locating and connecting with buyers, agents, distributors and end users.

## **Savings** on your Trade Event Investments

### Virtual B2B Meetings with Buyers/Specifiers

- BC Wood will coordinate B2B Zoom based meetings with buyers/specifiers in domestic and international markets
- Interpreters supplied whenever required for virtual connections

### Valuable additional benefits for BC Wood Members, once international travel resumes including:

- Pre-set B2B meetings with buyers/specifiers during on-site mission programs
- Interpreters supplied when required
- Transportation to meetings during trade missions



### When you participate in a BC Wood supported trade event, we can help you with just about everything, including:

- Booking exhibit space in a preferred location
- Fixtures, carpets, electrical, and rentals
- Language assistance and interpreters
- Business seminars and networking events
- Production of shared promotional materials
- Pre-show promotion to targeted buyers

BC Wood's programs are open to all value-added wood product manufacturers in British Columbia. By participating with BC Wood, you will be adding our staff of business development experts to your sales and marketing team. If you are ready to **grow**, call BC Wood at 604-882-7100 or 1-877-4BC-WOOD for more information on our programming.



# Proposed Trade Events

## 2020-21 Fiscal Year (April 1<sup>st</sup> to March 31<sup>st</sup>)

ACTIVITY	DATE	LOCATION	MISSION LEADER
<b>CANADA</b>			
Global Buyers Mission	September 10-12, 2020	Whistler, BC	Randi Walker
UBCM Trade Show	September 21-25, 2020	Victoria, BC	Brian Hawrysh
IDS Vancouver	October 1-4, 2020	Vancouver, BC	Ken Hori
Wood Solutions Conference	November 2020	Vancouver, BC	Ken Hori
WRLA (Western Retail Lumber Association) Buying Show	January 21-22, 2021	Winnipeg, MN	Ken Hori / Dave Farley
Buildex Vancouver	February 2021	Vancouver, BC	Ken Hori
Spring Cottage Life Show	March 2021	Mississauga, ON	Dave Farley
<b>CHINA</b>			
Interzum Guangzhou	March 2021	Guangzhou	Jim Ivanoff
<b>EUROPE</b>			
BAU 2021	January 11- 16, 2021	Munich, Germany	Brian Hawrysh
<b>JAPAN</b>			
Osaka Living and Design Show	October / November 2020	Osaka	Jim Ivanoff
Japan Home and Building Show	November 2020	Tokyo	Jim Ivanoff
Hotel-Res Expo	February 2021	Tokyo	Jim Ivanoff
Nikkei Architectural & Construction Materials Show	March 2021	Tokyo	Jim Ivanoff
<b>KOREA</b>			
Housing Brand Fair	February 2021	Seoul	JC Lee / Jim Ivanoff
<b>MEXICO</b>			
MEM Industrial 2021	January 2021	Mexico City	Ken Hori
<b>USA</b>			
Westedge Design Fair 2020	October 22-25, 2020	Santa Monica, California	Randi Walker
NAWLA Traders Market	November 4-6, 2020	Columbus, Ohio	Dave Farley
Bond Arc US	November 19 - 22, 2020	Tucson, Arizona	Dave Farley
International Building Show (IBS)	February 9 – 11, 2021	Orlando, Florida	Dave Farley
Hawaii Island Living & Design Expo	February 2021	Kona, Hawaii	Dave Farley
Mass Timber Symposium	March 2021	Portland, Oregon	Dave Farley