

# BC WOOD 2021-22 MARKET DEVELOPMENT PROGRAM

## MULTIPLE PROGRAMS TO SUPPORT YOUR MARKET & BUSINESS DEVELOPMENT EFFORTS

BC Wood is monitoring daily changes and updates on the coronavirus pandemic, commercial gatherings and social distancing orders. We take the health and safety of our members and staff very seriously and will continue to follow proper protocols.

Over the past year, BC Wood has become an expert in identifying and delivering virtual market development events that generate real value to our members. Many of these new events we developed and organized ourselves, since regular trade activities were completely sidelined, with no opportunities to develop new business in a traditional manner. As a result, with the start of a new year, we have the wherewithal to offer our members a proven effective and cost-efficient combination of virtual, hybrid, and soon to be in-person events.



*Click to watch membership video*

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## NEW North America Based Membership Option

BC Wood is well known for our activities in markets that are often the first step for many companies to exporting. As the US and Mexico remain our closest and major trading partners, these are the countries we generally recommend first to new exporters. Given that, the BC Wood Board has recommended we offer a North American Membership Level, as the easiest to penetrate and most likely to garner early success for new exporters.



	One year renewal	Two-year Cost	Three-year cost	Credit for Activity Bank
<b>Base Member Canada</b>	\$1350 + GST	\$2700 + GST	\$4050 + GST	\$270 - \$ 810
<b>North America Member</b>	\$2440 + GST	\$4880 + GST	\$7320 + GST	\$480 - \$1464
<b>International Member</b>	\$2640 + GST	\$5280 + GST	\$7920 + GST	\$528 - \$1584

## NEW Multi-Year Membership Activity Bank

*A significant source of value and a major change in our offering*

Also new, to recognize a long-term commitment from members to BC Wood, a contribution will be made to a member's "Activity Bank". Your multi-year commitment will position you to grow as the world re-opens over the next few years. Your multi-year membership gives you discounts you can access when you want to participate in tradeshow and events – virtual or live!

<b>Multi-year Paid Membership Two Years:</b>	10% of Membership Fees Contributed to Activity Bank for use in 2021-22 and/or 2022-23 fiscal years
<b>Multi-year Paid Membership Three Years:</b>	20% of Membership Fees Contributed to Activity Bank for use in 2021-22 to 2023-24 fiscal years

[Refund scenarios for new membership structure >](#)

Contributions held in an Activity Bank can be used to offset the fees charged to members participating in BC Wood's approved Canadian and International market development events. *Ask us more about our multi-year membership activity bank!*

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## BC WOOD'S NEW PROGRAMMING COMBINES THE BEST OF VIRTUAL, IN-PERSON AND HYBRID PLATFORMS

- Access to the best virtual business matching-making programming in the industry.
- A full slate of cost-shared in-person trade events ready to go as COVID-19 restrictions ease.
- The most actionable list of client contacts in Canada, the USA, and East Asia.
- Quality educational programming tailored specifically for the value-added industry.
- Your voice on access to fibre issues.

Programs	Highlights
1. Virtual and in-person Trade Events	Cost-saving participation in Canadian, US and international trade events and missions
2. Global Buyers Mission	Sector-based pre-scheduled B2B meetings with buyers from around the world
3. Industry Networking	Meet other industry participants who could be potential customers or suppliers
4. Match-making meetings with potential customers	Connect with local and international buyers through Building Connections events and the WoodTALKS Studio
5. Connect with specifiers in BC and the US	Present AIBC, AAA, AIA, and IDCEC accredited seminars to architects, interior designers, and builders who need to learn about your product and specify it
6. Current Market Intelligence	Increase your knowledge and ability to sell your products based on up-to-date market intelligence provided by BC Wood staff
7. Assessment of your business	Assessments on your business & marketing efforts with recommendations for improvement your business practices
8. 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
9. Support for members at BC Wood tradeshows	BC Wood staff will support your business interests by representing you at BC Wood's market development activities

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.

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Activity	Date	Location	Mission Leader
<b>Canada</b>			
WoodTALKS Program (connecting with architects and specifiers through educational seminars)	April 1, 2021 – March 31, 2022 (ongoing seminars)	Virtual & In-person Seminars	Ken Hori
Building Connections + Global Buyers Mission (virtual series of match-making sessions)	September 2021	Virtual	Randi Walker
UBCM	Fall 2021	Virtual	Brian Hawrysh
Buildex / IDS Vancouver	September 29 – 30, 2021	Vancouver, BC	Ken Hori
Wood Solutions Conference	October 2021	Vancouver	Ken Hori
WRLA (Western Retail Lumber Association) Buying Show	January 2022	Winnipeg, MN	Brian Hawrysh
First Nations Housing (FNH) Conference	February 2022	Location TBA	Dave Farley
Spring Cottage Life Show	March 2022	Mississauga, ON	Ken Hori
<b>China</b>			
Interzum Guangzhou	March 2022	Guangzhou	Jim Ivanoff
<b>Europe</b>			
Timber Expo	October 2021	Birmingham, UK	Brian Hawrysh
<b>Japan</b>			
Japan Home and Building Show	Fall 2021	Tokyo	Jim Ivanoff
IFFT Interior Lifestyle Living Show	2021	Tokyo	Jim Ivanoff
HoteRes	2022	Tokyo	Jim Ivanoff
Nikkei Architectural & Construction Materials Show	2022	Tokyo	Jim Ivanoff
Smart Energy Week Tokyo	2022	Tokyo	Jim Ivanoff

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**Korea**

Housing Brand Fair	February 2022	Seoul	JC Lee / Jim Ivanoff
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**Mexico**

Tecno Mueble Internacional + Trade Mission	August 18 - 21, 2021	TBD	Ken Hori
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**USA**

Timber Framers Guild Annual Conference	June, 2021	Virtual	Dave Farley
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The Multi-Family Pro Connect Expo	July 26-28, 2021	Virtual	Dave Farley
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AIA Western Mountain Region (WMR)	September 23-25, 2021	Albuquerque, NM	Dave Farley
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The Pacific Coast Builders Show (PCBC) and Mission	October 5-7, 2021	San Francisco, CA	Dave Farley
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West Edge Design Fair	October 21-24, 2021	Santa Monica, CA	Randi Walker
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The NAWLA Traders Mart	November 10-12, 2021	Louisville, KY	Dave Farley
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Bond Custom Home US	November 25- 28, 2021	Tucson, AZ	Dave Farley
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The International Builders Show (IBS)	February 8-11, 2022	Orlando, FL	Dave Farley
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Hawaii Island Living & Design Expo	February 23 -27, 2022	Kona, HI	Dave Farley
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Mass Timber Conference	March 2022	Portland, OR	Dave Farley
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**Mission Leader Contact Information**

Name	Email	Office Number	Cell Number
Dave Farley	dfarley@bcwood.com	604-882-7100	604-728-8786
JC Lee	JCLee@bcwood.com	82-33-432-9366	82-10-5368-9366
Jim Ivanoff	ivanoff@bcwood.jp	81-3-6455-1571	
Ken Hori	khori@bcwood.com	604-882-7100	604-317-3161
Randi Walker	rwalker@bcwood.com	604-882-7100	604-309-6683

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