



The Global Buyers Mission™ (GBM) Continues Virtual for September 2021

BC Wood is pleased to announce that the **Global Buyers Mission (GBM)**, the largest and most important wood show for international buyers and Canadian sellers of value-added wood products—is now scheduled for **Asian Market Buyers** September 14-15, and **North & Latin America Market Buyers**, September 29-30 in a highly productive virtual format.



Watch on 

After the last GBM, it was determined that the most productive time was spent in the *pre-scheduled face-to-face video meetings*. Therefore, the format for this coming GBM will be **solely based on B2B Building Connections* meeting schedules**. Buyers and Mission Leaders will have advanced access to the online company promotional materials, to facilitate the scheduling of meetings that will take place during the live events. Sellers in turn will have participants listings for pre-and-post event outreach.

This virtual event has no limitations on the information participating Canadian companies can share in their virtual space, or on the number of qualified buyers who can participate. As such, BC Wood expects to attract many more than the 400+ buyers and specifiers that have attended the in-person event in the past.

In this digital age, there are numerous opportunities and means to not just stay in touch, but for Asian and North and Latin America based wood products buyers, a way to expand their business options and diversify markets and product lines. There will be a significant demand for distributors to find new suppliers, see new product offerings, meet some new folks, and even renew old acquaintances.

Time is important, so BC Wood's goal is to make the 2021 virtual GBM one that exceeds expectations for making new connections in target markets. With no hindrance of travel time or costs, both new and returning buyers looking to source wood products from Canadian manufacturers and suppliers will be welcome. The upcoming virtual GBM will invite the world to meet, and we encourage you to join.

Value-added Wood Products promoted and sold at the GBM will include:

- Log and timber frame homes

- Pre-fabricated structures
- Engineered wood products and specialty lumber
- Windows and doors
- Cabinets, moldings, flooring, and other value-added wood building products
- Specialty lumber and Western Red Cedar products

As BC Wood's premier business development activity, the GBM helps value-added manufacturers connect with hundreds of qualified buyers and specifiers of wood products. Sales generated from the GBM have increased nine-fold since the first event in 2004, to \$35 million per year.

For more information and to request an invitation, email gbm@bcwood.com.

**Building Connections is an activity developed by BC Wood where one-on-one meetings between buyers and sellers are created, based on the needs of the buyer and the suitability of products from the supplier.*