

# GBM<sup>tm</sup> Global Buyers Mission

September 7-9, 2017  
Whistler, British Columbia

## Largest-ever Global Buyers Mission attracts 380 buyers from 18 countries

Tim Sheldon, Deputy Minister (Forests and Lands) opened the 14<sup>th</sup> annual Global Buyers Mission to a standing room crowd of more than 800 delegates, the largest ever. Mr. Sheldon welcomed more than 380 international buyers from 18 countries, emphasizing the importance of the event, their attendance and the business being done. The multi-day trade event also involved more than 300 wood manufacturers as well as dozens of government and industry stakeholders. On behalf of industry, Rob Mitchell, BC Wood's Chairman, thanked Mr. Sheldon, his government and the federal government for their support for the GBM while also emphasizing the importance of the recently created Wood Secretariat. The Wood Secretariat will focus on the key factors that affect the value-added sector's competitiveness, including market access, fiber procurement, innovation, skills training and market promotion.



Each year the GBM generates about \$35 million in new direct sales, but according to BC Wood CEO Brian Hawrysh, "the larger benefit lies in the number of quality leads and relationships fostered for future sales, as well as the time and money saved by smaller firms who lack the critical mass to market overseas". In addition to India, Pakistan, the Philippines and Vietnam, sizable delegations are attending from





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China, Japan, Korea, Taiwan, Jordan, the European Union, Mexico and the United States. And market diversification for BC's forest products has never been more important with the US softwood lumber dispute again threatening to punish wood exporters to the US.

Developed and managed by BC Wood, the GBM is supported by funding from government, industry and attending delegates. The government supporters include BC's Forestry Innovation Investment and the Government of Canada; both Natural Resources Canada and the Ministry of International Trade.

