

# Global Buyers Mission™

September 11-13, 2008  
Whistler, British Columbia

*Ken Baker, CEO of Forestry Innovation Investment Ltd. offers welcoming remarks to delegates.*



BC Wood President Grant MacKinnon and FII's Ken Baker open the Showroom with a ribbon-cutting.



Exhibiting manufacturers presented an array of value-added wood products to interested buyers & decision makers.

BC Wood's 2008 Global Buyers Mission, now in its 5<sup>th</sup> year, stands to be the most successful GBM to date. Early indications show over \$22 million in expected sales, from this three day event in Whistler.

Many thanks must go to our Partners and Sponsors this year including: Western Economic Diversification (WD), Natural Resources Canada Wood Export Program (CWEP), Forestry Innovation Investment Ltd. (FII), Canada Mortgage and Housing Corporation (CMHC), Export Development Canada (EDC), International Trade Canada (ITCan) and Industry Canada. Our corporate sponsors this year included Structurlam Products and Meyers Norris Penny LLP. Without their strong support and financial assistance, the GBM would not be the successful and productive event it has become.

This year, 171 pre-qualified international buyers came from Belgium, China, Czech Republic, Germany, Ireland, Japan, Korea, Mexico, Malaysia, the Netherlands, Pakistan, Scotland, Spain, Taiwan, Vietnam, the United States, and the United Kingdom. We also had a number of Canadian buyers attend a special Saturday-Only program, allowing them the opportunity to meet new suppliers from "their own backyard".

Year two of our GBM Architects Program was a sold-out success, with 79 registered architects and designers participating in accredited seminar programs and organized tours, as well as a special "lunch & learn" program delivered by our partners at FII & BC Market Outreach Network (BCMON).

Ken Baker, CEO of Forestry Innovation Investment offered welcoming remarks and helped our President Grant MacKinnon cut the ribbon and officially open the 2008 GBM. We were also delighted to have an economic outlook and presentation from Peter Hall, Chief Economist from EDC, Ottawa, as part of our Members-Only program on Thursday.

We also accommodated a record eight extended mission programs, with over 120 of the incoming buyers participating in group tours of plants and facilities across the province. These programs are an excellent opportunity for our manufacturers to show off their products and services – and a tremendous chance for the incoming delegates to see first hand the variety of species and production facilities in BC. A large percentage of the incoming buyers were new to the GBM – and many had never even been to Canada before.

538 registered delegates were suitably impressed with the Whistler location and stunning venues like the Telus Whistler Conference Centre, the Roundhouse at the Peak of Whistler Mountain, and the beautiful new Squamish Lil'wat Cultural Centre in the Village. The weather was even extraordinary, offering the delegates warm sunshine days and crisp mountain evenings.



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Delegates enjoyed our networking reception venues at the Roundhouse and Squamish Lil'wat Cultural Centre.



GBM Mission Leaders brought groups this year from China, Japan, Korea, Mexico, Malaysia, Pakistan, Taiwan & Vietnam.



Exhibitors were pleased to meet with incoming buyers from 17 international countries, as well as architects and designers from North America.



Groups arrive in Whistler on the Rocky Mountaineer from Vancouver.

## 2009 Global Buyers Mission

The 2009 GBM is currently scheduled to be held at the Whistler Conference Centre September 10<sup>th</sup> to 12<sup>th</sup>, and we have already received requests from this year's exhibiting manufacturers to sign-up now and guarantee their participation for next year.

We are collecting survey results from all participants and feedback to date has been extremely positive. Of note were the minor changes we made to the program hours and format, which pleased both the incoming buyers and exhibiting manufacturers. The flexibility in the new program allowed even more one-on-one time for the buyers and sellers to meet and conduct business meetings and discuss opportunities outside of the exhibit hall hours. We intend to keep the same format for next year, but still look forward to any comments and suggestions we may receive from this year's participants, on how we can make the event even more productive!

## Testimonials

"I really appreciate your efforts to prepared all this for us. This has been a great opportunity to look around the booths and broaden my perspective on business with BC Wood members. Thank you." *Green Wood, Korea*

"The show was good for us not just in terms of the opportunity to meet potential customers but also to meet new suppliers, meet existing suppliers, see what the competition is up to, and providing a good team building experience both at the show and preparing for it." *Trans-Pacific Trading Ltd., Richmond, BC*

"I met companies that haven't been here in the past and that was reason enough to come back." *Pacific Western Lumber, USA*

"Thank-you for inviting us. We met some very nice people with excellent products. We are sure this will be very beneficial to our company in the future. A wonderful location to generate business!" *Log & Cedar Homes, Scotland*

"GBM 2008 has produced some valuable new customer contacts in China, Malaysia, Japan, Germany, Spain and Belgium. In fact I just inked my first order with Malaysia early this morning. Not bad for having just met the people a couple of days ago. I feel the latest GBM will easily generate CAD2-3,000,000 for Fraserview over the next year" *Fraserview Cedar Products, Surrey, BC*