

Report on Architectural and Consulting Engineering Services Information brochure in German on Canadian housing technologies and companies, Fall 1997

There is a clear trend towards more remanufactured product exports. The growing success in this sector is the result of good cooperation between established exporters, some new Canadian producers and their German agents.

Forest products

Overview

Canadian annual exports of forest products to Germany are close to \$1 billion, two-thirds of which are pulp and paper. Mainly large companies cater to this mature market.

Canadian shipments of wood products to Germany have increased steadily, reaching \$230 million in 1994. The need for housing renovation, a very high number of building starts and the success of the German furniture industry have created excellent opportunities for Canadian suppliers. A growing acceptance of wood products contributed to raise the business volume. While Germany is a major softwood producer, its hardwood production is not sufficient to cover domestic needs.

Major companies

Major importers of Canadian wood products:

Joh. Ahmerkamp, Warendorf
W. Brüggemann & Sohn GmbH, Düsseldorf
Müller, Szymczyk & Co., Hamburg
Ostermann & Scheiwe GmbH, Münster
Otto Albert Lüghausen KG, Siegburg.

Major wood products agents:

F. W. Barth & Co., Korschenbroich
Intersilva Holzprodukte GmbH, Hamburg
Jacob Jürgensen GmbH, Hamburg.

Opportunities and constraints

Opportunities exist for products made of high lumber grades and/or species that are not available from European forests. Typical products of this category are: hardwood flooring blanks, hemlock joinery, cedar garden products and siding, hardwood furniture components and edge-glued panels. Main customers for remanufactured softwood are members of the lumber association. Their annual sales amount to about \$20 billion. The majority of their products are of German and European origin. Typical customers import 20% to 30% of their products from non-EU sources and have developed special marketing techniques for such products. In addition to constant advertising, these companies produce detailed brochures and consumer magazines to publicize the special features of their products. These companies are always open to new products from Canada.

The nature of business relations changes with increasing product sophistication. This can be seen in the wood products sector where business relations often go beyond the traditional trade connections. German customers become partners with their suppliers and provide financial/technical assistance to upgrade existing facilities. This special type of cooperation is kept confidential to avoid attracting the attention of competitors.

Trade fairs, missions and seminars play a very important role in building close relationships. Recently, Interzum, BAU and Holzbau contributed to the establishment of new partnerships.

Activities

INTERZUM	2-6 May, 1997, Cologne World's largest fair for furniture industry materials and wood products. Canadian stand with industry associations and companies
LIGNA	5-10 May, 1997, Hannover World's largest fair for wood working machinery. Strong Canadian participation Recommended that companies combine LIGNA with INTERZUM.
SPOGA	31 August-2 September, 1997, Cologne Sporting and Garden Products Important show for cedar garden products
INTERFORST	July 1998, Munich International trade fair for forest machinery and technology
BAU	January 1999, Munich Largest German building products fair