

India is quickly emerging as a new market for the export of Canadian wood products. With most domestic logging banned and wood imports consisting primarily of hardwood logs, there are substantial opportunities for marketing Canadian lumber and finished products. Recognizing this, B.C. and Quebec have opened a Wood Showroom in Mumbai, through which Canada has positioned itself as one of the few foreign players marketing high grade lumber and quality finished products to India.

Why India?

The potential market in India is vast; with a middle class of 150-200 million people, demand is increasing for a wider variety and better quality of manufactured consumer goods. Currently, India consumes 80 to 100 million cubic metres of wood annually. Wood is commonly used for interior decoration in both residential and commercial applications. In fact, India uses more wood for interior purposes than does Japan.

Due to rapid urbanization, pre-fabricated wood doors and flooring are slowly gaining acceptance in Indian cities. Architects, interior designers and consumers are showing more interest in high-quality wood doors, flooring, panels and moulding which are not manufactured in the Indian market. Knock-down furniture products are also gaining popularity.

Canada Wood Showroom in Mumbai

The B.C. Wood Products Showroom officially opened in April 2001 and, with the inclusion of Quebec Wood Exports Bureau, is now called the

India — an emerging market for Canadian wood products

Canada Wood Showroom. Other provinces are encouraged to join.

Having attracted a significant number and range of Indian clients, the showroom has successfully promoted use of Canadian lumber and finished wood products in a variety of commercial and residential projects.

- A 250-bed hospital will use pre-fabricated doors and hemlock lumber.
- A 150-room hotel will use Canadian hard maple for door frames and furniture.
- A number of indoor stadiums will use Canadian maple for flooring and hemlock for underlay.
- Projects involving renovation of squash and badminton courts will use Canadian maple.

As the showroom receives referrals by Indian architects who have already used Canadian wood, the aforementioned projects are leading to additional business interest.

Strengthening Canada's market presence

Canadian companies in this sector are encouraged to participate in trade shows to display their products.

Canadian wood products will be showcased at the **Inside-Outside Mega Show** in New Delhi in December and the **IndiaWood 2002 Exhibition** in Bangalore in February. India's first "Home Depot" style retail outlets, scheduled to open later this year, will also have potential to market Canadian lumber and finished wood products.

For more information on the **Canada Wood Showroom** in Mumbai, contact Country Manager Jagdish Torprani (jtop@vsnl.com) or consult the participating agencies, **Quebec Wood Export Bureau** (www.quebecwoodexport.com) and **B.C. Wood** (www.bcwood.com). To learn more about commercial opportunities in this sector, contact our trade officers in Canada at psa@dfait-maeci.gc.ca and in India at Amarjeet.Rattan@dfait-maeci.gc.ca ✦

The 10th anniversary of the Rotman CWEYA

The 2001 Rotman Canadian Woman Entrepreneur of the Year Awards (CWEYA) will be held November 22, 2001, in Toronto. These awards help to encourage the kind of innovation and risk taking that will help Canada to compete in the new millennium.

In their tenth year, the CWEYA honour the creativity and success of women entrepreneurs who are contributing in important ways to the growth and strengthening of Canada's economy. The awards are presented by The

Bank of Montreal in partnership with the *National Post*, Women's Television Network (WTN), Ford Motor Company of Canada, EDC, *Chatelaine* and *Châteline*, and are supported by Industry Canada, Deloitte and Touche, Cassels Brock & Blackwell LLP, James Ireland Design Inc., and Tiffany & Co.

The judges, who are themselves successful businesswomen from across Canada, have selected five exceptional women entrepreneurs to receive the following awards: Impact on Local

Economy Award, Export Award, Innovation Award, Start-Up Award and Lifetime Achievement Award.

Join the exciting tribute to these outstanding Canadian women entrepreneurs — register to attend the awards dinner and ceremony today. Individual tickets are \$165 + GST, and corporate tables are \$2,000 + GST.

For more information, and to register, contact 2001 Rotman CWEYA, c/o The Powerpoint Group, tel.: (416) 923-1688 or 1-800-354-3303, fax: (416) 923-2862, e-mail: awards@cweya.com Web site: www.cweya.com ✦