

On a wider plane that might involve several industry representatives, industry associations and governments, possible measures include:

- creating a specialized kiln-drying and remanufacturing facility dedicated to Europe, initially perhaps as a pilot project;
- selling products as part of a Canadian-style homes package;
- teaching the market to appreciate what Canadians do best – adequate quality, relatively low-priced, high recovery products (e.g., finger jointing, pre-painted windows);

- researching the requirements of potential customers; and
- promoting products and species to meet these requirements.

As one importer remarked, "Europeans are keen on quality and exporters must bear this in mind each and every day."