



Natural Resources  
Canada

Ressources naturelles  
Canada

Canada

<a href="#">Français</a>	<a href="#">Contact Us</a>	<a href="#">Help</a>	<a href="#">Search</a>	<a href="#">Canada Site</a>
<a href="#">Home</a>	<a href="#">About Us</a>	<a href="#">Subject Listing</a>	<a href="#">NRCan Subsites</a>	<a href="#">Products and Services</a>

## **Natural Resources Canada**

2003/24

April 11, 2003



Newsroom

Archives

## **DHALIWAL ANNOUNCES PROJECTS TO DIVERSIFY CANADA'S WOOD MARKETS**

**PRINCE GEORGE** - Investment by the Government of Canada will open up new markets for Canada's wood products, ensuring a strong and competitive forest sector. The Honourable Herb Dhaliwal, Minister of Natural Resources Canada, today announced the first group of projects funded under the \$35-million Canada Wood Export Program (known as Canada Wood), a partnership initiative with wood-industry associations to expand Canada's offshore markets.

Minister Dhaliwal made the announcement at the University of Northern British Columbia while launching a research partnership between the Government of Canada and the university to study the mountain pine beetle infestation.

Natural Resources Canada (NRCan) is contributing \$3.3 million this year to eight industry associations for promotional activities and technical support to address market access issues. The Government of Canada funding has encouraged additional investment of \$3.6 million from industry and provincial partners, for a total package of \$6.9 million.

"There has never been a better time to bring our products to the world market. We know that if we work together, we can develop these international markets," said Minister Dhaliwal. "We need to brand Canada as a supplier of high-quality, competitively priced wood products. And by taking advantage of the opportunities, we can make Canada's economy stronger and more vibrant."

The projects include market development activities, such as trade shows, promotional material and seminars, in India, China, Taiwan, South Korea and Japan. Other activities reduce barriers to Canadian wood products, such as the development of wood-friendly building codes and product testing. The overall goal is to increase imports of Canadian wood products in offshore markets and brand Canada as a trusted, reliable and preferred supplier of quality wood products.

The program encourages industry commitment to new markets by supporting

the establishment of Canada Wood offices in offshore markets and working cooperatively in planning and implementing activities. To ensure a seamless "Team Canada" approach, NRCan is partnering with the forest products industry to support industry representation in India, South Korea, China and Taiwan.

Canada currently exports a wide range of wood products and related services ranging from traditional lumber and panel products to engineered composite products, building systems, manufactured homes and architectural services. The majority of these products are exported to the United States. Pacific Rim countries and southeast Asia, in particular, present substantial opportunities for this industry. For instance, forest-product companies that accompanied Minister Dhaliwal to India in November 2002 discovered an enormous demand for commodity lumber and building materials in that country.

"Expanding into other global markets means that Canada's economy will become stronger, more vibrant and less dependent on traditional markets, such as the U.S.," said Minister Dhaliwal.

The Government initially funded the \$5.3-million Canada-China Wood Export Initiative in October 2001, and expanded the program to include more countries with an additional \$29.7 million in May 2002, for a total investment of \$35 million in expanding Canada's wood-export markets.

This announcement builds on the Government of Canada's commitment to ensuring the quality of life in our communities, a healthy environment and continued economic prosperity - for the Canada we want, for ourselves and for future generations. Funding for Canada Wood is provided for in the existing fiscal framework.

---

For more information, media may contact:

Alexandra Muir  
Director of Communications  
Office of the Minister  
Natural Resources Canada  
Ottawa  
(613) 947-8246

Ghyslaine Charron  
Media Relations  
Natural Resources Canada  
Ottawa  
(613) 992-4447

The following media backgrounder is also available:

- a. [Canada Wood](#)

---

Last Updated: 2003-04-11

[Important Notices](#)