

EVENT REVIEW

MUMBAIWOOD 2015

Canadian wood makes its mark



The Canadian Wood booth saw frequent footfalls throughout the three-day show in Mumbai.

Forestry Innovation Consulting India Pvt. Ltd. (FII-India) participated in the largest wood-related trade show organised in Mumbai. The three-day event attracted woodworking professionals from all of western India, including individuals and business owners from Tier-II and III cities and towns.

The Canadian Wood booth, measuring 36 square metres, under the Canadian marquee attracted a large gathering of visitors. The booth exhibited the versatility of different Canadian wood species through actual product applications created by Indian manufacturers. The booth was designed in a way that allowed customers to gain easy access.

FII-India also hosted an informative session held on October 1 on 'Infinite

possibilities of solid wood'. Mr. Peter Bradfield, Technical Advisor, FII-India, addressed an audience of 25 people comprising of a mix of architects, manufacturers and importers. The 90-minute session provided significant information on:

- Benefits of using Canadian wood in projects
- Understanding the properties and applications of different wood species for the intended end-use
- Brief of overview on emerging wood trends and technologies.

The exhibition helped manufacturers, wood importers, contractors, architects and interior designers explore possibilities of using lumber from Canada; particularly from the province of British Columbia.

On display at the Canadian Wood booth were:

- Doors and door frames
- Canadian wood furniture
- Panelling and cladding
- Gazebos.

Speaking about the success of the exhibition (MumbaiWood 2015), Mr. Pranesh Chhibber, Country Director of FII-India said, "India's love affair with wood is well documented and Indians continue to enjoy them in a number of ways and forms. This platform indeed helped the wood professionals satiate their wood requirement through this show.

"The show helped FII-India exhibit the various species of Canadian wood and helped outline its significance to proud participants at the show," he added.