

## Canadian Wood opens an exclusive audio-visual display centre in Mumbai



Canadian Wood has opened an exclusive audio-visual display centre featuring varied applications of its wood species and new-age technologies in the wood business in Mumbai. Hon'ble Minister Amrik Virk, Minister of Advanced Education, British Columbia, and Sandra Carroll, Deputy Minister, Ministry of Advanced Education, British Columbia, inaugurated the centre at a private event recently organized at the office of the Forestry Innovation Consulting Private Limited. (FII India) in Mumbai.

A first of its kind interactive display centre in India, it is spread across a sprawling 1300 sq.ft. space in the heart of Mumbai's commercial district. Its aim is to help architects, real estate developers, interior designers and solid wood manufacturers to design and build innovative interiors and wooden structures using sustainable, certified

wood products. With a distinguished team of technical advisors and market development specialists, industry professionals can hold consultations on wood building systems and specific product applications free of charge.

The Canadian Wood Display Centre will educate and motivate the industry through engaging materials and interactive kiosks on different wood species, emerging building trends, life-size showcase of exterior and interior applications, including a pergola, solid wooden





doors, windows and furniture.

Pranesh Chhibber, Country Director, FII India, said, "There is a huge demand for wood as a building material, both for structural and internal applications. However, what is most essential is its supply from sustainable and certified sources. As a world leader in sustainable forest management, wood products from Canada are poised to be a game changer in the Indian market. The display centre has been created by a team of experts after a great deal of research, on-ground industry data, observations and interviews. We hope that the centre would become a source of inspiration and empower the industry to adopt sustainable measures."

The display centre is open for visit with a prior

appointment to ensure that there is an expert on hand to make the most of this experience. For appointments please contact FII India office by calling on +91 22 49221601 or write to rowena.desouza@bcfii.in

### **About FII India**

Forestry Innovation Consulting Private Limited (FII India) is the British Columbia government's market development agency for forest products in India. Its mandate is to promote B.C. and Canadian forest products by building relationships with importers, wood manufacturers and government agencies. It is done by providing technical and product information on the wide variety of timber products available from B.C., Canada.