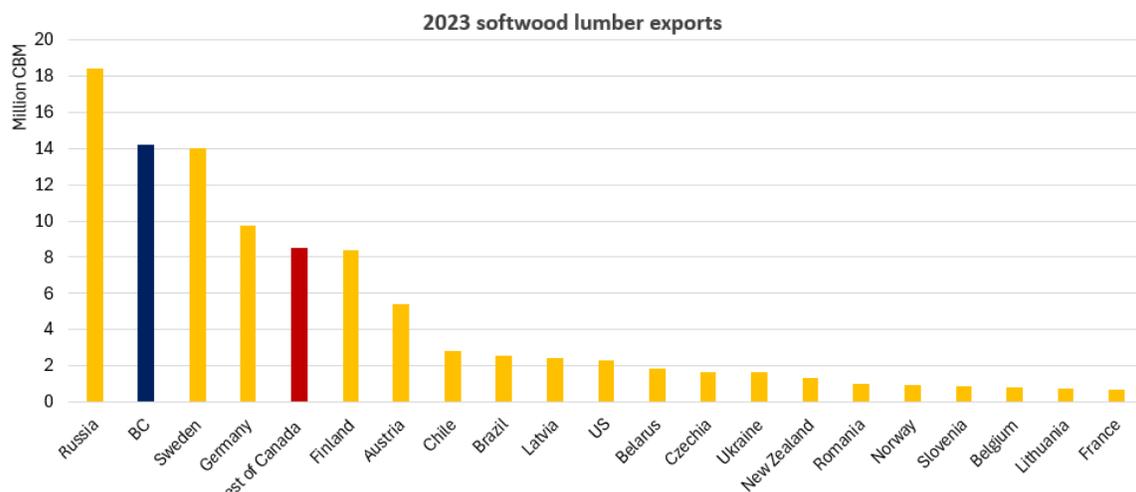


Forestry supports communities and jobs across B.C. To stay competitive, the sector needs diverse customers and products—both at home and abroad. Forestry Innovation Investment (FII) has spent over 20 years helping open and expand markets for B.C. wood and reduce reliance on any single region.

Why Diversification Matters

B.C. produces more wood than our domestic market can use. The U.S. remains our largest market, taking 58% of B.C.'s forest product exports. But 42% now go to international customers, especially in Asia. This global reach is essential because strong overseas demand keeps mills operating and supports thousands of jobs.

B.C. 2nd largest softwood lumber exporter in World: behind only Russia



Source: FAO /Global Trade Atlas

© 2025 Forestry Innovation Investment. All rights reserved.

5

How FII Helps

As a Crown agency of the Province of B.C., FII works with industry, government, and research partners to grow demand and open new opportunities. Today FII is working to:

1. **Strengthen the B.C. market**
Support mass timber, modular construction, building-code adoption, research, and demonstration projects.
2. **Grow established markets**
Maintain and expand opportunities in Japan, China, and South Korea, especially in low-carbon construction and training for builders and designers.

Market Diversification: BC's Market Opportunities

3. *Develop emerging markets*

Support rising demand in Vietnam, India, and other fast-growing regions, particularly for furniture and interior products.

4. *Re-enter historic markets*

Renew B.C.'s presence in the U.K., Australia, and New Zealand as fibre shortages and new regulations create openings.

5. *Explore new regions*

Investigate opportunities in Mexico, Europe, and the Middle East and North Africa.

Looking Ahead

B.C.'s forest sector is resilient and globally connected. Diversifying who we sell to—and what we sell—helps stabilize the sector, support rural economies, and ensure B.C. wood remains competitive worldwide. FII will continue building partnerships and expanding opportunities to keep B.C. wood in demand across the globe.

