

Encouraging signs for the 16th edition of the tradeshow

With a record of 11500 visitors (+10%), the Carrefour International du Bois 2018 opened the way for the 16th edition of the show. "The inscriptions have started very well and the amount of stands already booked is very promising. As always, the regular exhibitors have already signed up and we have new exhibitors signing up as well. Also the return of exhibitors from further in the past that are coming back again." Says Geraldine Cesbron, the Tradeshow Manager. The show in 2020 will be an important moment for the trade with major themes being showcased: the resource and replanting, innovations, timber and climate change and of course national, European and international figures.

A tradeshow at "the heart of the trade"

Wood is a modern, ecological and durable material. It is now popular in all markets: construction, exterior and interior fittings, etc. and is an undeniable tool for energy transition. Wood is France's primary renewable energy. Architects, developers, county councils ... all will be able to find the keys to produce the buildings of tomorrow and answer the climate change challenges with a naturally renewable material. Products, innovations, conferences, pitches, exhibitors and experts from all aspects of the industry will be present and ensure that professional visitors find themselves at the heart of the trade. The key themes for 2020: Bio sourced materials; Wood, health & well-being; Wood at OJ 2024; Key figures; Sustainable forest management and traceability, etc. will all be discussed during the Timber Techniques & Solutions Area Conferences

Continuing international development

With 85 countries represented, 37% of its exhibitors and 29% of its international visitors, the Carrefour du Bois is already undoubtedly the most important meeting for the «world of wood». Development remains a priority, new "buyer" countries will be targeted with Promosalons, the French association that promotes French tradeshow worldwide. Regarding the exhibitors, Samantha Padden, International Business Executive, highlights the emergence of new countries such as India or the return of certain countries' collective stands such as the USA.



A rendezvous on a human scale

Even with over 550 exhibitors, the Carrefour is determined to stay a tradeshow on a human scale. We limit the size of our stands to 36 m2 to ensure visibility for all the companies present. It is an objective of our professionals to create a balanced show that respects the budgetary constraints of all," explains Géraldine CESBRON, the Tradeshow Manager.

The resource essential for the future

For Pierre Piveteau, President of the Carrefour, "The forest should be viewed as a long-term goal for the future, it is not something that can be seen on a short-term basis. Wood is one of the few materials that meets many the ecological challenges ahead of us". Launched in 2018, the resource renewal theme is essential and will be continued for this 16th edition of the show. The forest is the first terrestrial CO2 captor. Trees that have reached their maturity must be cut to produce wood products, then replanted so that the carbon storage cycle is optimal.

The actors involved

Géraldine Cesbron reminds us that the Carrefour international du Bois is the only event of this scale to be organized by the trade, for the trade * and not by a private structure. The tradeshow is also supported by France Bois Forêt (the national body for the promotion of timber) and all federations, organisations and trade unions related to forestry and wood in France. The organizers aim to provide a place so all may showcase their actions. For example: the Trade show will host the Annual Congress of The Compagnons de Devoir on May 28 and 29. More than 500 carpenters in activity or in training will be present. The tradeshow program will be completed within the coming months.

*Atlanbois is the association for the promotion of wood and forestry in Pays de la Loire Region, member of the France Bois Region network. They co-organise the show with the Greater Maritime Port of Nantes-Saint Nazaire

11 500 VISITORS



New internet site timbershow.com

- Information easier to find and a greater accessibility on mobile phones
- A better visibility of the exhibitors and the conference program
- Videos of the show
- Testimonials from exhibitors



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