

A NEW PRESIDENT, NEW OUTLOOKS:

The Carrefour International du Bois will celebrate its 30-year anniversary from 1 to 3 June 2022

After the 2020 show was cancelled and 4 years of absence due to the unprecedented COVID-19 pandemic, the Carrefour International du Bois, organized by the Fibois Pays de la Loire interprofession, returns from 1 to 3 June 2022 at the Exhibition Park in Nantes.

In 2022, this unique event in Europe will also celebrate its 30-year anniversary; the opportunity for Jean PIVETEAU, newly appointed President of the Carrefour International du Bois after Pierre PIVETEAU, (President of the show since 1992), to discuss his expectations and ambitions for this next show. Indeed, faced with the current exceptional context for the entire wood sector (increase in global demand for wood, tensions on the markets ...) The Carrefour International du Bois is, more than ever, an essential event to meet the major actors and exchange with them on all topics related to the world of wood.

JEAN PIVETEAU, NEW PRESIDENT OF THE CARREFOUR INTERNATIONAL DU BOIS

In October 2021, Jean PIVETEAU took over from Pierre PIVETEAU as President of the Carrefour International du Bois. He chaired his first steering committee on 26 October. "This show is an essential tool for the industry. It was my brother, Pierre PIVETEAU, who founded it in 1992, with an organisation by the interprofession FIBOIS Pays de Loire in partnership with the port of Nantes. The idea was to provide a tool to allow companies in the wood sector to have an arena to present their products and know-how. Very quickly, this show was a great success to the point of taking on an international dimension both from the point of view of exhibitors and visitors," says Jean PIVETEAU.



TAKING UP THE THREAD OF EXCHANGES IN AN UNPRECEDENTED CONTEXT FOR THE ENTIRE WOOD INDUSTRY

With a record attendance of 11,500 visitors and 563 exhibitors, the 2018 edition of the Carrefour International du Bois was a real success. And while this biennial event has just experienced an unprecedented break of 4 years, the sales of the stands is, 4 months before the event, still very encouraging: "the success of the sales of the stands demonstrates the impatience of the exhibitors to meet up again", explains Jean Piveteau. The event will indeed be an opportunity for all professionals to reconnect, among themselves and with visitors, as well as to take stock of these 4 years that have brought their share of twists and turns within the wood industry. Indeed, since the last edition, the use of wood materials has soared in all sectors of activity and parts of daily life.

For Jean PIVETEAU, this is explained by a widespread awareness that the wood material responds favorably to the current, and indispensable, energy transition: "the 16th Carrefour International du Bois will also be an opportunity to build the future in view of the global increase in demand for wood. This show is also the unique and ideal place where wood consumers and users can meet up with manufacturers, traders, institutions etc. to find solutions for each of their needs."

The Carrefour is indeed an undeniable highlight to exchange, between professionals, on current markets and prospects. This is also the time for visitors to secure their supplies.

STRONG THEMES AT THE HEART OF THE EXCHANGES

The Carrefour International version 2022 will make the subject of the resource one of its priorities during its conferences. For Jean PIVETEAU the challenge is very clear: "the sector must reassure the users of our material: There is wood in the forests. Each year, only 80% of the biological growth of the French forest is harvested. Faced with the strong market demand, our country must show its ability to reindustrialize and invest in processing plants: the state's recovery plan should contribute significantly to this." The President of the show adds that the actors of the wood sector are rallying together with a Manifesto aimed at challenging the French Presidential candidates with 23 concrete proposals to defend the interests of the sector and the benefits of the wood material.

The organizers of the show will also offer 3 new conference formats: long format with round tables, conferences on the TV set and pitch formats on the innovations area in Hall 1.



LES CHIFFRES DE L'ÉDITION 2018

563
EXPOSANTS

★★★★☆ 4,22/5 note de satisfaction

↗ **+6%**
de surface de stands en 2018

🌍 **37%**
d'internationaux

📄 **25**
pays représentés

11500
VISITEURS

★★★★☆ 4,15/5 note de satisfaction

↗ **+10%**
de visiteurs en 2018

🌍 **29%**
d'internationaux

📄 **85**
pays représentés

TOP 10 DES PAYS VISITEURS :
Belgique | Espagne | Pays-Bas | Italie | Portugal
Grande-Bretagne | Mexique | Allemagne | Suisse
États-Unis

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