

CIB
TIMBER
SHOW

1 | 2 | 3 JUNE
2022 NANTES
FRANCE
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From 1st to 3rd June 2022, the CIB TimberShow will be opening its doors to buyers from all over the world

From 1st to 3rd June 2022, the CIB TimberShow will be back after a four-year hiatus owing to the unprecedented Covid pandemic! The wood sector's top event, organised by the inter-professional organisation Fibois Pays de la Loire, will be returning in less than two weeks to Nantes' Parc des Expositions.

In light of the exceptional challenges currently facing the entire wood sector (e.g. increase in global demand for wood, and market tensions), the CIB TimberShow continues to be the only international event where users, manufacturers, loggers, processors and distributors of wood – as well as institutional players – can meet to find solutions to their respective needs. It's the best place for leveraging synergies between professionals from across the wood sector.

The CIB TimberShow is the not-to-be-missed benchmark event, providing an international showcase for the timber market. On top of that, it's also one of the selected events under France's 'Top Acheteurs' scheme, thanks to its high proportion of international visitors and its partnership with Promosalons.

EXHIBITORS' BUSINESS SUPPORTED BY FRANCE'S 'TOP ACHETEURS' SCHEME

In November 2021, the French Government published its plan for the recovery and transformation of the tourism sector called 'Destination France' aimed at tackling the consequences of the Covid crisis. The plan has been allocated a budget of 1,900M euros, including 100M euros in support specifically intended for business/event tourism companies.

Part of the funding under the plan is aimed at the international promotion of trade fairs, namely through a scheme designed to attract Top Buyers. Another part is designed to help finance the costs incurred by exhibitors at trade fairs.

The Carrefour International du Bois is eligible for the scheme, allowing it to welcome up to 20 Top Buyers from all over the world.

The scheme has already helped to strengthen existing ties with a number of countries that fall within its partnership with Promosalons (e.g. Germany and Spain), but above all, it has offered an opportunity to further extend the scope of the CIB TimberShow. This means that Top Buyers from the UK, Morocco, Tunisia, and even the Emirates will be attending.

These include property developers, carpenters, contractors, wood importers, traders and distributors, who all come to the CIB TimberShow to find new partners and/or suppliers. In doing so, they not only help develop their own business but also that of the exhibitors.

The Top Buyers scheme is also an opportunity to firmly establish the show as a key venue for the international timber market.

For the Nantes Metropolitan area, the attraction of top buyers promises to deliver economic benefits. Business tourism helps enhance the region's international appeal. It supports the city's shops, hotels, restaurants and cultural venues.



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