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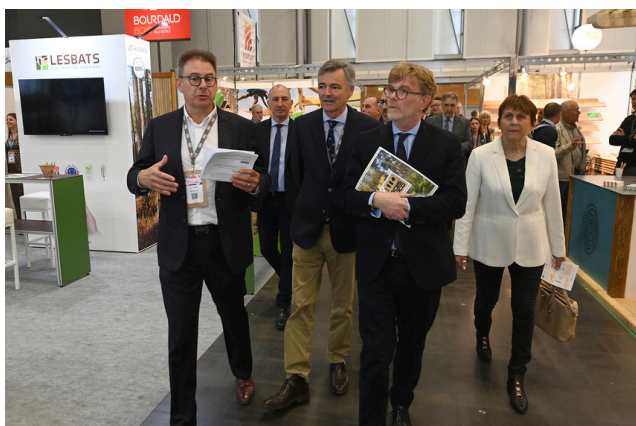
Overview of the Carrefour International du Bois 2024, a renewed impetus and conviction in timber

For **Jean Piveteau, President of the Carrefour International du Bois** :

"This 2024 show is a huge satisfaction. The stands were of an even higher scale again this year, reflecting the sector's increase in skills and the diversification of products. We are delighted that the sectorization of the show was received so well by the exhibitors and met with the expectations of the visitors. The 25% increase in the surface area of the show, with a first ever occupation of the XXL hall, also making the movement between stands more pleasant and organized. We owe this success in large part to the involvement and professionalism of the Fibois Pays-de-la-Loire team, who organises this show in a friendly atmosphere, characteristic of the Carrefour International du Bois."

Attendance figures

13 500 visitors
39% foreign visitors
Nearly 100 countries represented



"After an exceptional 2022 edition, made possible by an extraordinary recovery of the economic activity, the market has regained stable momentum this year and confirms its recovery, although in a more difficult economic context. These first figures of the 2024 show prove the governance of the event both nationally and internationally for the business of the forestry and timber sector. The changes - opening days, sectorisation,

*sizes of the stands, the opening of the hall XXL - clearly contributed to improving the legibility of the show and to the optimization of the visitors' time on the show", according to **Géraldine Cesbron, Tradeshow Manager.***

The Carrefour International du Bois is also a place of information on major themes shared by professionals; conferences, TV sets and pitches have allowed them to exchange ideas again this year.

THE SOCIAL BENEFITS OF THE FORESTRY AND TIMBER INDUSTRY: A MAJOR ISSUE FOR THE 2024 SHOW

The visit of Marc Fesneau, Minister of Agriculture and Food Sovereignty, at the opening of the show testifies to the support now provided by the State for the sector, already shown through the appointment of an interministerial delegate for forestry, timber and its uses in April (Jean-Michel Servant, former President of France Bois Forêt). Identified as a lever for the development of the industry and employment, beyond its environmental utility, the sector is the subject of a second phase of projects as part of the France 2030 government's investment plan operated by ADEME (The French Agency for Ecological Transition).

In an unprecedented social context, marked by the acceleration of climate change, renewing dialogue with society is a major challenge for the forestry and timber industry. The Carrefour was therefore an opportunity to review the latter's **social utility report**, recently unveiled, which lays the foundations of its approach to joint actions for the years to come.

It articulates the role of the forest and the industry around 3 pillars, which should make it possible to develop a common framework of commitment for timber professionals: meeting the human needs, while protecting all living things and fighting against global warming. Aware of its strengths, the industry has once again demonstrated its ability to innovate in order to reduce its environmental impact, exploring in particular **the theme of reuse in construction**. The dynamics of structuring the timber industry are giving rise to new players and new outlets to preserve resources and continuously improve its environmental impact by working on extending the life of timber products.

Proactivity in favour of the feminisation of the forestry and timber Industry

According to Sarah Laroussi, Director General of the CNDB, it is essential that the forest-timber industry be made known to women in order to promote the assets of the sector and the professions that make it up. According to figures from the Observatory of Trades, 20% of employees in the wood industry are women. This is more than in the construction sector, where women represent only 13% of the workforce; although this is encouraging, the forestry and timber sector is ambitious and seeks to attract more women to its ranks. Today, women in the forestry and timber sector are not limited to support functions; they also work in the field, in the forests, on construction sites and in carpentry companies. However, there is still a lot of room for improvement, and it is for this reason that the industry is initiating many actions to enhance careers.



*"One word to sum up this 2024 edition: assurance. The professionals were delighted to meet again, to exchange with their customers and prospects, but they left above all, serene after 3 days of rich exchanges. The industry can trust in the future of this beautiful material of ours and continue to develop over the medium term. This was important, and even necessary, considering the economic situation, environmental issues and the pressure of the current authorities on the industry", according to **Nicolas Visier, Director of the Carrefour International du Bois.***

Exhibitor figures

637 Exhibitors

40 Countries
39% international

+ 28% gross area
4 Exhibition Halls: Parquet,
Panels, Construction &
Services, Sawing, Forestry and
Wood Trade

International exhibitor's note: KEBONY is a Norwegian company

Offering an environmentally friendly alternative for wood planks for decking and cladding, its patented modified wood technology is recognized worldwide for its durability.

KEBONY participated for the second time in a row at the Carrefour International du Bois, and is already planning its presence in 2026. *"The CIB is the unmissable international event where all timber professionals meet. This is a must for a fast-growing company like ours. We are delighted with this 2024 show, where we have established excellent contacts with French and foreign companies (traders, architects, landscape architects, etc.)",* explains Julie Agnese, Sales Manager at KEBONY.

Focus on innovation : Woodtech

Since 2022, the Carrefour International du Bois has been giving a place to innovation and the research of new products. At a time when innovation and cross-sector collaboration are essential, WoodTech is positioned as a dynamic network that federates and supports innovative start-ups in the service of the sustainable development of the forestry-timber sector. These companies, through their technical or operational innovations, contribute to the transformation of the entire value chain of this industry. WoodTech took advantage of the event to announce a major initiative: the launch of a national startup competition for the Forest Timber Chemistry sector, which aims to identify and support the most promising innovations within the sector, providing a platform for

groundbreaking ideas and to receive the support necessary for their development and success.

A word from a French exhibitor: the Deschaumes Group

The family business that has been exhibiting at the Carrefour International du Bois for several years, is launching Naofloor, the first bio-based flooring, with a neutral carbon footprint parquet. This parquet created in collaboration with the FCBA technological institute, guaranteed to be made in France, with timber certified 100% Bois de France and PEFC certified. It is also transferable, reusable, and reemployed, giving it a lifespan of several centuries. *"This show is the ideal place to present our new products to our customers and prospects, in particular because it offers a place of choice for sustainable innovations, in line with the industry's approach to societal utility,"* explains Samuel Deschaumes, president of the neo industrial startup.

The public authorities are becoming aware of the importance of the sector and the responses it provides to society.

"We would like to warmly thank all our exhibitors and partners for their presence and their confidence. The forestry sector is taking the place it deserves," concludes Jean Piveteau.

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