



Press release  
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## Carrefour International du Bois 2026

### Recruitment, productivity, and new technologies: the timber sector is reinventing itself

Facing persistent recruitment challenges, the timber sector is accelerating its transformation. Modernization of production tools, the growing use of AI, improved working conditions, and diversification of talent profiles are emerging as key strategic levers to strengthen business efficiency and support the sector's growth. The Carrefour International du Bois (CIB), to be held in June 2026, stands as a key observatory of the human and industrial transformations shaping the industry.

*In figures: the forest-wood sector represents nearly 400,000 jobs, with 75,000 to 92,000 job opportunities expected. More than 67% of hires are considered difficult, particularly for technical positions\*. Among the most sought-after roles are assembly and fitting installers, technical sales representatives, and logistics handlers.*

### Carrefour International du Bois, a showcase of the sector's transformations

A trade show organised by and for the industry, the CIB will highlight:

- Technological innovations impacting the trade
- New industrial practices
- Practical solutions to address recruitment challenges
- Initiatives in training and workforce attractiveness



Workshop CIB 2024

### Supporting emerging talent and investing in the skills of tomorrow through grants

With the "Easier Studies" program, CIB is committed to supporting students from the École Supérieure du Bois over a three-year period, providing concrete and financial assistance throughout their training and giving them the means to secure a lasting place in the forest-timber sector.

*"Beyond grants, this commitment also takes the form of very concrete actions. This year, students from the École Supérieure du Bois were fully involved in designing modules which will be made available to trade show visitors. These spaces are designed for conversations, reflection, and focus—imagined, designed, and built by those who will shape the sector of tomorrow. It's another way to showcase the professions: through listening, dialogue, and passing on knowledge,"* explains Géraldine Cesbron, General Commissioner of the Carrefour International du Bois.

## Voices of the experts

### Recruitment Needs and Job Transformation

Far from the clichés of a “dusty” industry, the timber sector is undergoing a profound transformation of its skills. The integration of digital tools and construction modeling is redefining roles, attracting increasingly qualified profiles, from engineering to eco-construction.

#### Rachel MONTIER, Employment, Training & HR Project Manager, Fibois Pays de la Loire

*“The timber sector is facing an unprecedented workforce challenge, with up to 92,000 job openings. Pressures are particularly high in key roles such as logistics handlers or assembly and joinery installers, with nearly 70% of recruitments considered difficult. Among the obstacles are mobility issues, lack of awareness of the sector, and gender-related stereotypes...”*

*This situation requires us to modernize the sector’s image. BIM, modeling, and off-site construction are transforming our practices. We are seeing the emergence of more technical profiles, oriented towards engineering and eco-construction, as well as bio-based materials. Young people are drawn by the pride of building a sustainable legacy. The Carrefour International du Bois will be a true showcase to highlight the tangible value of our professions and the attractiveness of our companies.”*



### Diversity and ergonomics: drivers of performance

Faced with a labor shortage, increasing the number of women in the sector has become a strategic priority, helping to broaden the pool of skills and profiles. Thanks to mechanization and improved ergonomics (exoskeletons, lifting equipment), production roles are becoming accessible to everyone, while also enhancing overall quality of life at work for all employees.



#### Anne-Sarah MOALIC, General Delegate, Fibois Normandie

*“To address the job shortages, gender diversity is no longer just an ethical concern— it is an essential performance strategy for our companies. By opening our professions to women, we not only gain access to a broader pool of skills but also foster a calmer work environment and more pronounced risk management in the workshop. Thanks to technical advances such as mechanization and exoskeletons, physical constraints are reduced in favor of precision and expertise. Technological innovations designed with women in mind ultimately improve the quality of life for all employees. The Carrefour International du Bois 2026 should help raise awareness among company directors so that gender parity becomes a productivity lever.”*

### About FIBOIS Pays de la Loire

FIBOIS Pays de la Loire is an interprofessional organisation bringing together over 500 members whose mission is to develop all the uses of timber in construction and energy, to act for resource renewal, to communicate about the training and expertise of regional companies, and to provide expertise and information for the public, project owners, local authorities, and specifiers. Supported by the Pays de la Loire Region, ADEME, the government, and France Bois Forêt (the national interprofessional organisation), the action of Fibois Pays de la Loire is also part of the Fibois France network. [www.fibois-paysdelaloire.fr](http://www.fibois-paysdelaloire.fr)

\*Sources : [Observatoire des emplois](#)

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