



Quebec Wood
Export Bureau



Wood Products Marketing and Design : From Potato to Gratin Dauphinois

Brasov, Romania, September 2011

Bruno Couture, F.Eng., MBA

Quebec Wood Export Bureau



**Canada Wood
Produits de bois canadien**

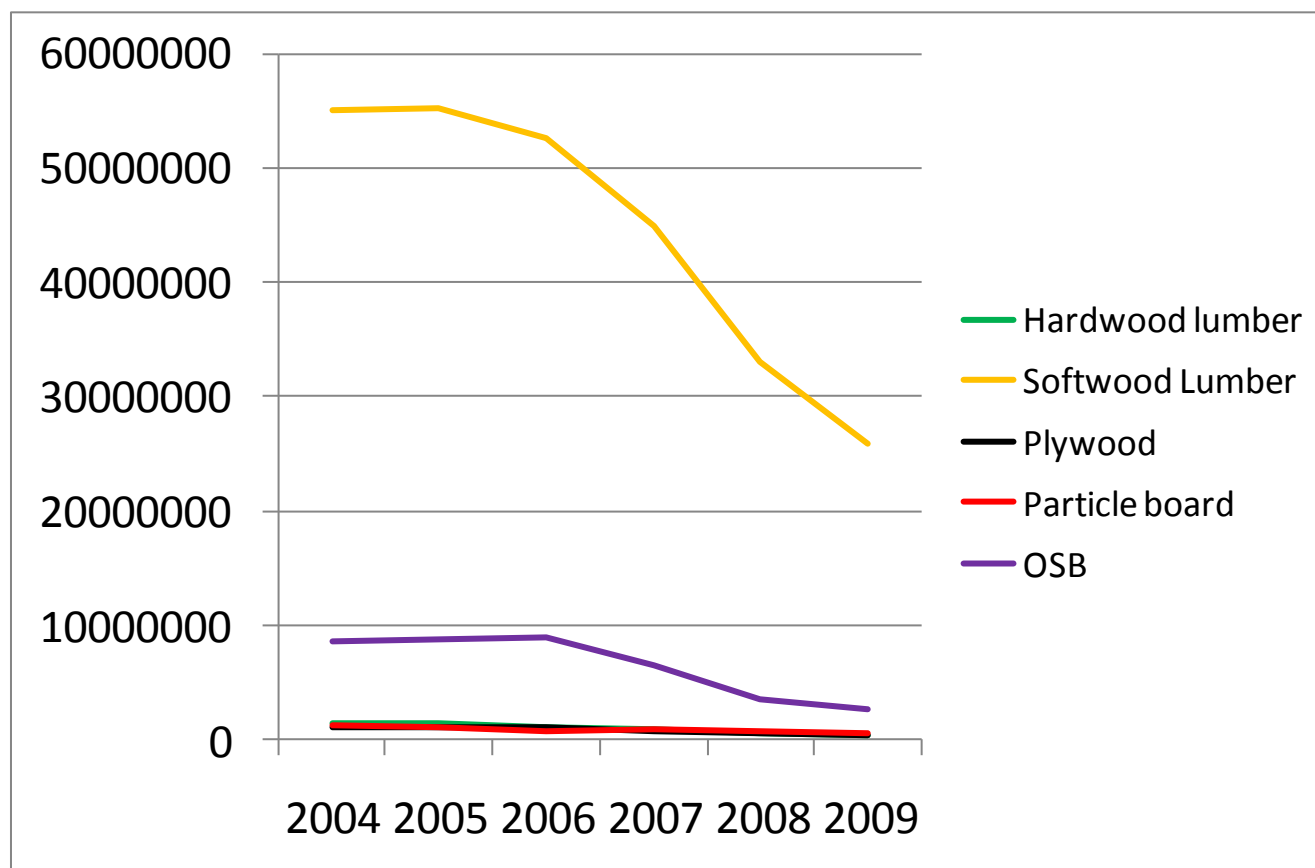


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Canada

Exportations/
wooden
products (m³)

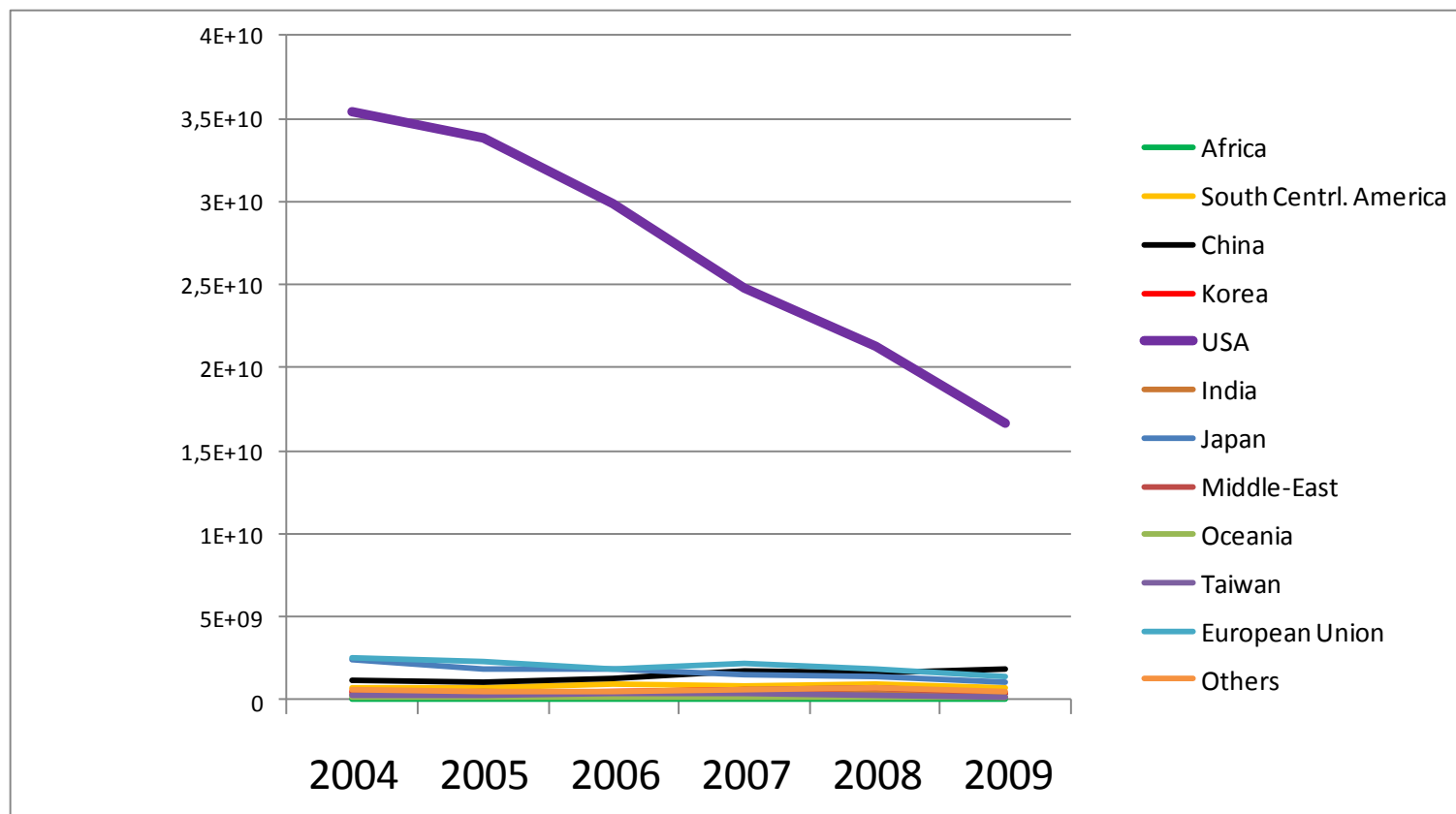




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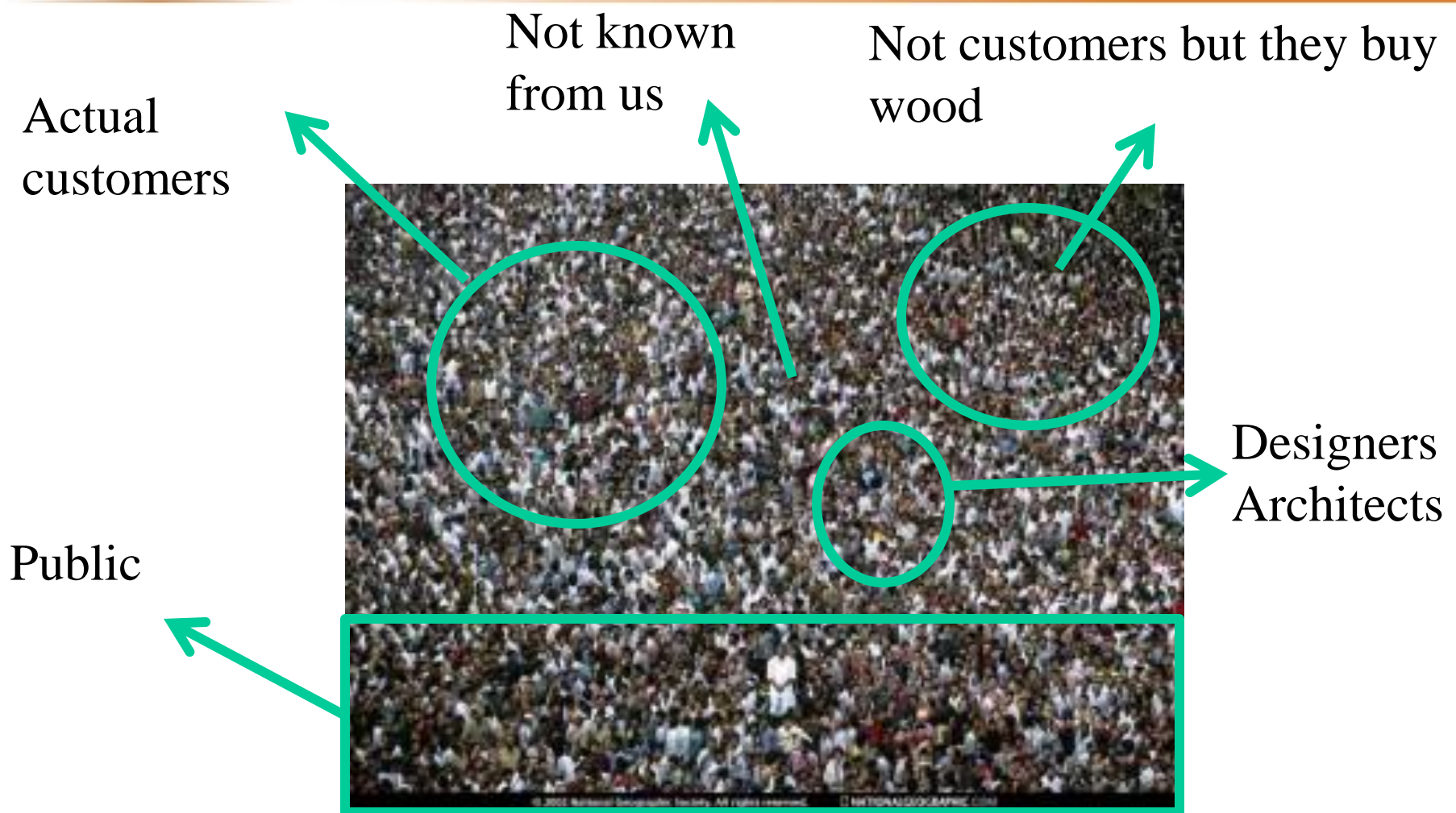
Canada

Markets
(\$ CAN)





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From Humble Potato to Gratin Dauphinois





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Method / Strategy

- Chashitsu
 - Japanese designers: display made of Canadian maple
 - Fall 2004 – Tokyo – IPEC 21
 - January 2005 – Paris – Furniture trade show (Salon du meuble)



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Impact in Japan

- Sumitomo built over 1000 “Super Natural Maple” houses!
 - Flooring
 - Mouldings
 - Kitchen cabinets, ...
- Elysion Kowa built a few apartments



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Super Natural Maple Houses





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Birch promotion

- Happy Birch Day
 - Japanese designers: display made of Canadian birch
 - Fall 2006 – Tokyo – IPEC 21
 - January 2007 – imm – Cologne, [d³] Design talents
 - April 2007, Milano Salone
 - March –April 2008, Tokyu Hands Ginza – Japan
 - Wood and Plywood Museum - Tokyo



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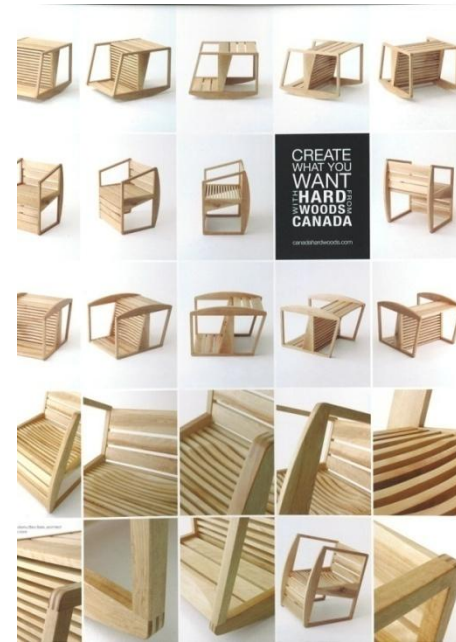
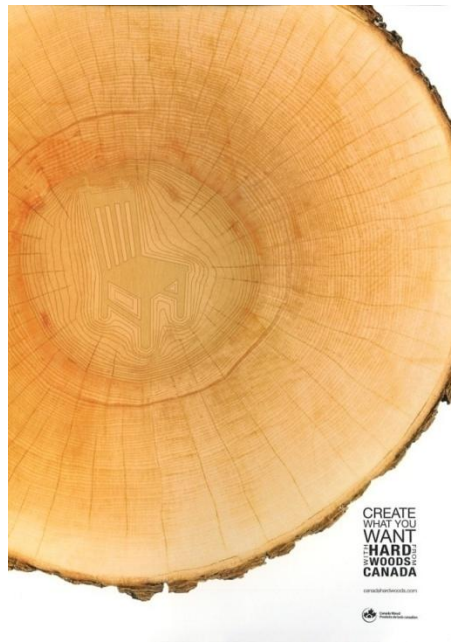


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Accessible design

- Classical piece of furniture
 - Hashi chair
 - FOUR chair



CREATE
WHAT YOU
WANT
HARD
WOODS
CANADA
canadawood.com



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Method / Strategy

- Communication
 - Design magazine in Europe
 - 33,000 copies
 - 132,000 readers
 - 80% of readers are architects, designers, etc.
 - Development of a new image or logo to promote hardwood
 - Development of a new website/blog



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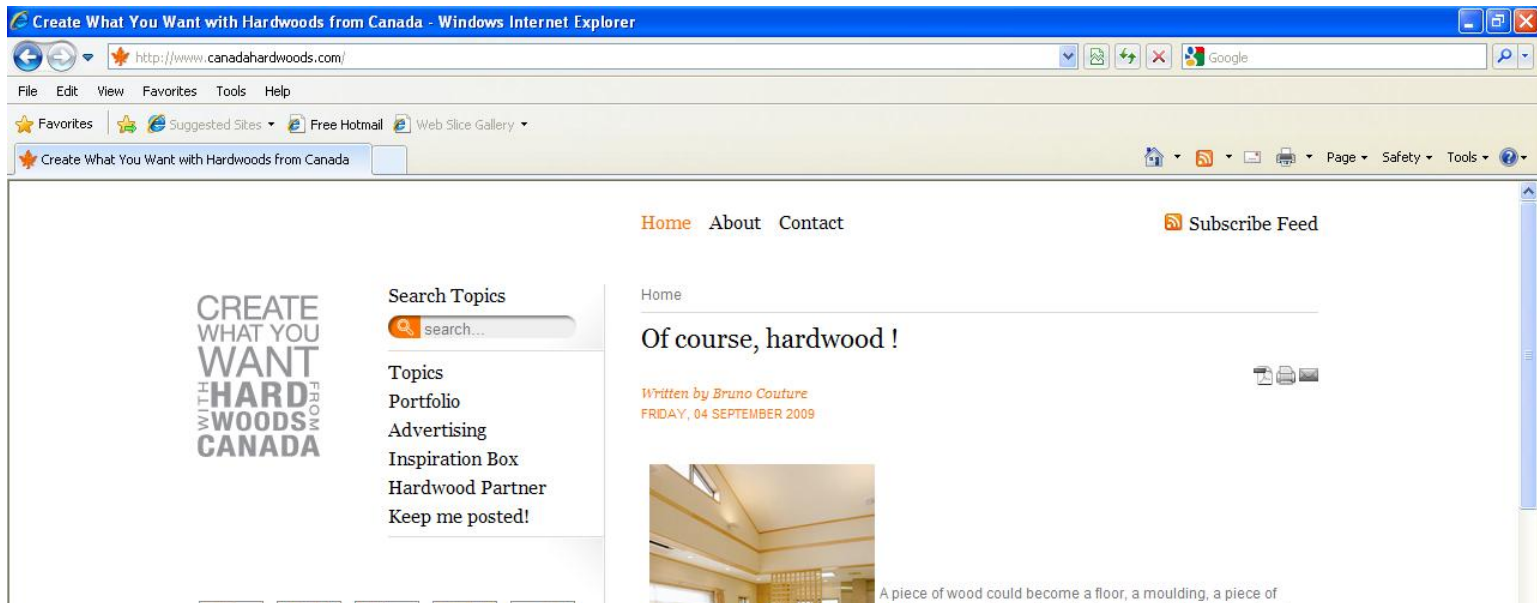


Last project

IFDA:
International
Furniture
Design
Fair
Asahikawa
Japan



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www.canadahardwoods.com

Canada! I am passionate about hardwoods. I am also convinced that showing design possibilities is the best way to highlight the value of this wonderful material.

With this blog, I would like to share my passion for and knowledge of eastern North American hardwoods.

 Add Comment (0)

Soba ya san

Written by Bruno Couture
FRIDAY, 28 AUGUST 2009

This tiny restaurant on Okinawa Island is a prime example of how you can use wood. All furniture inside is made of hardwood. The outside sign, as you can see, is also made of wood. Kichimo is a restaurant whose specialty is soba (Japanese noodles). It has an excellent reputation and it only prepares one hundred servings of soba a day; that's it. When there's none left, the restaurant closes until the next day.



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Trade shows



Promotion on paper

Activities
linkage



Electronic promotion



Professional tools

Survey (professional population)



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Conclusion





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Conclusion

- Wood is good for the environment
- The best environment is made up of wooden furniture, wooden flooring, etc.
- We should promote wood as being a great product that is good for all of us !



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